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INTERNATIONAL LOGOTYPES

Volume One

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PARK **P** REAL



FAMILY RESTAURANT
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ウイング

eight
CBS®

Judges



The
Tournament

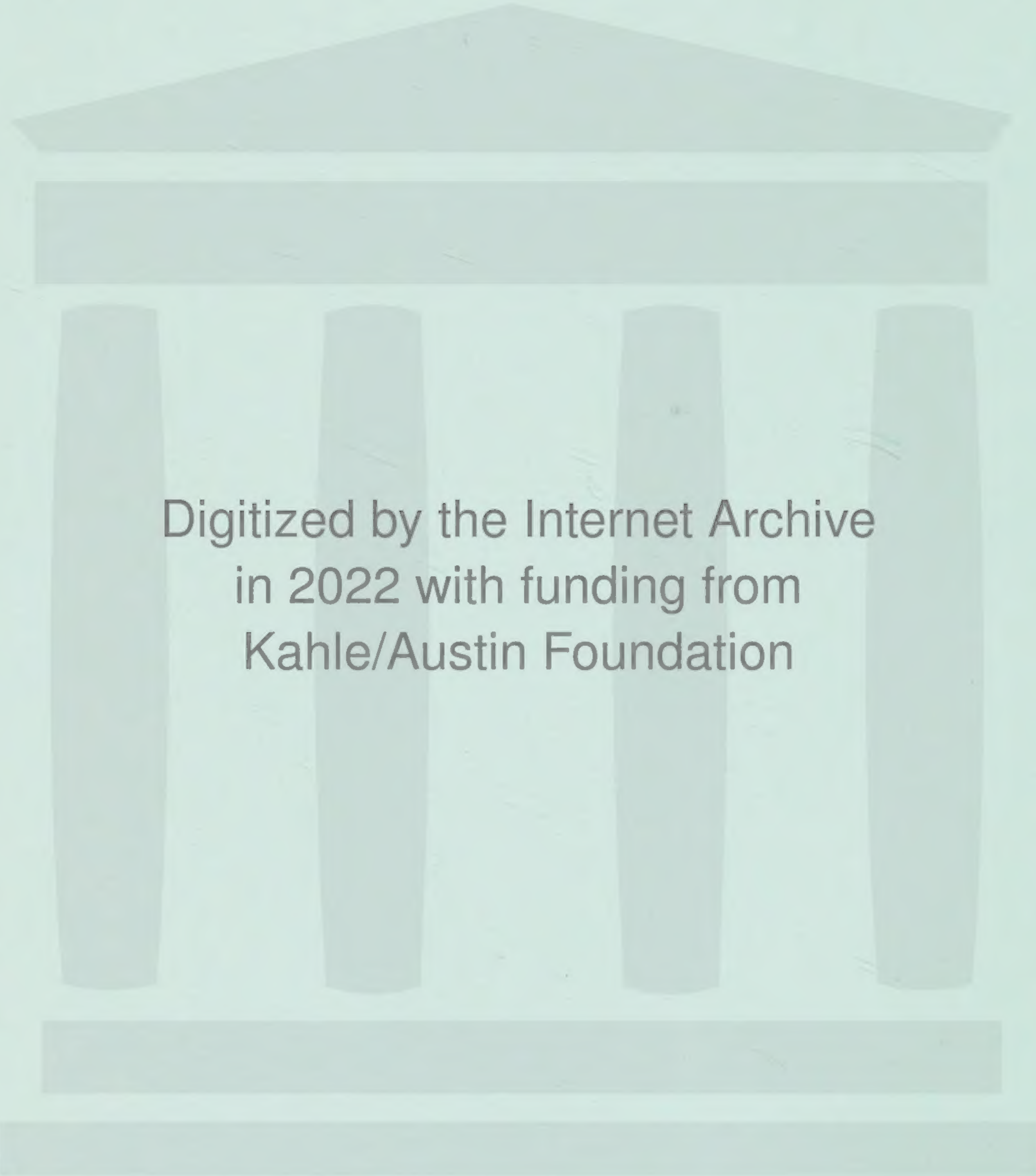


By Yasaburo Kuwayama

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Volume One

INTERNATIONAL LOGOTYPES

by Yasaburo Kuwayama

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Contents

Note	2	Plus Plant	117
Acknowledgements	5	Plus Instrument	119
Classification and Arrangement	6	Plus Heavenly Body	125
Data	6	Round Line Ends	127
Relationship to Trademarks	7	Serif Gothic	131
		Optima	136
		Standard Roman	137
		Open Roman etc.	140
		Negative Roman	141
Negative & Positive	19	Enclosed Roman	143
Open & Positive	20	Line-added Roman	144
Abbreviations	22	Roman with Person, Animal or Plant	146
Cut-Off	25	Roman with Instrument	150
Stencil	29	Standard Egyptian	152
Double	31	Open Egyptian etc.	154
Continuation	33	Egyptian with Round Line Ends	156
Overlap & Contact	36	Swash	158
Gradation	41	Pen Script	162
Strong-Weak	42	Flat pen Script	165
Negative	43	Brush Script	167
Enclosure	47	Ball Point Pen Script	170
Tile	50	Gothic	173
Line added	52	Fancy	174
Inline	59	Dot	177
Open	66	Mix	178
Open-shadow	72	Logotype Variations	179
Shadow	77	Logotype Divided Drawing	180
Outline	80		
Modern	83	Artists and Works	181
Original	90	Index	186
New	95	Category Index	216
Standard	102	Information about the Next Invitation	218
Plus α	105		
Plus Person	111		
Plus Animal	114		

Introductory Remarks

The contents of Logotypes data are as follows:

- 1)——Business Category
- 2)——Art Director
- 3)——Designer
- 4)——Client
- 5)——Year and Place Designed
- 6)——Color
- See

All the works in this book were produced between 1970 and 1983.

Note

There are designers and copyright holders for all the marks and symbols contained in this book. Some works in this book constitute registered trademarks and are protected by law.

These works may not be reproduced without prior permission of the individual designers and copyright holders.

The Best Work From the World

This volume is a popular version of Logo Types of the World, which was originally published in A4 size as a collection of logo types produced from 1970 to 1983. Since this is a special version for the overseas market, we have selected only logo types based on roman letters. We feel that this collection, with works by 1,200 people from 34 countries, includes the best in the field from around world.

This book has been edited to contain logo types, but also includes many works with more than four characters that are more properly called trademarks. Many of these are distinctive logo-type designs, and they can be registered as trademarks and protected. Many logo types in this volume were short-lived and unregistered, and this will serve as a record for those that produced them, and for others, as a useful resource for studying trends during the seventies and early eighties, sorting related works, creating new logos, and carrying out other research.

Though this collection may be too small a sample with which to confidently identify trends during the period, it suggests that during the period there was 1) more variety of expression, 2) use of a wider variety of script and brush styles, and 3) works that went beyond conventional categorization to use several or more typefaces. The first trend is evident in the logos that offered new expression by combining characters, lines, surfaces, points, and abstract or figurative objects. The second, which included a large and apparently increasing number of works, can be seen in the logos that employed calligraphy pens, brushes, and ballpoint pens to produce attractive script. Those of the third trend often featured sans serif characters with rounded or extended and curled line ends.

Yasaburo Kuwayama

Classification and Arrangement

The special feature of this book is its grouping and categorizing of logotypes according to style. Logotypes have different styles depending on their use, content and individuality of the designer. We have tried to organize the logotypes to make them as easy to find as words in a dictionary. Because letter design is the main factor in logotypes, we used typeface style as the basis for broad categories. Roman letters were divided into (1) sans serif (2) roman, egyptian, gothic and round gothic. Following are amplifications:

Negatives & Positives: Letters are usually written in black. This is called a positive. White letters on a black background are called a negative. Examples of the two combined are 1086 and 1275.

Open & Positives: Counter line letters are called open. Examples of open combined with positives are 18,504, 1263 and 1411.

Abbreviations: Letters in which some vertical or horizontal lines have been eliminated such as 35.

Cut-off: The whole of the letter or word is cut off by lines such as 70.

Stencil: When letters are cut out in metal plates or paper, and are used to print the letters as in 116.

Double: When part of a letter or one letter in a word is doubled as in 147.

Continuation: When letters or the word as a whole is connected as in 160.

Overlap & Contact: When letters overlap each other or touch each other as in 203.

Gradation: Regular or gradual changes. The letters in a word change from thick to thin or from dark to light or vice versa as in 251.

Strong-Weak: Words containing both strong and weak letters as in 264.

Enclosure: Those surrounded by lines such as 320 and 1292.

Tile: A combination of several surfaces with one letter on one surface as in 347.

Line: Lines added to words, parts of letters becoming lines and those with few lines such as 363 and 1301.

Inline: Letters with lines inside them such as 433.

Shadow: Letters with shadows such as 563 and 614.

Outline: Lines surrounding letters or words such as 640.

Modern: Those incorporating a new aesthetic sense such as 662.

Original: Those which have created a new style such as 743.

New: Those incorporating a new style such as 794.

Standard: Combinations of established typefaces or those close to established ones such as 879 , 1225 and 1382.

Plus α: Those incorporating simple forms, points, circles and signs, such as 897.

Plus Person: Those combined with human beings or faces such as 969 and 1323.

Plus Animal: Those combined with animals, birds, fish or insects such as 999 and 1347.

Plus Plant: Those combined with fruits, flowers, leaves and trees such as 1046 and 1349.

Plus Instrument: Those combined with tools, utensils, containers, stationery, musical instruments, cars, ships and buildings such as 1047 and 1372.

Plus Heavenly Body: Those combined with the earth, sun, and stars such as 1104 and 1113.

Sans Serif with Round Line Ends: Those equivalent to the round gothic of Japanese letters such as 1116, 1426 and 38.

Serif Gothic: Those with small serifs at line ends as in established typeface serif gothic such as 1168.

Optima: Style like established optima typeface such as 1215.

Swash: Those in which the tails or parts of letters are long or whirled such as 1448.

Ball Point Pen Script: Script with all the lines of the same thickness such as 1583.

Dot: Letters formed by dots such as 1667.

Mix: Those mixed with several typefaces as 1678.

Data: The following data were attached to each work: (1) business category: (2) art director: (3) designer: (4) year and place designed: and (5) color.

On the application forms, many people did not indicate the business category of the work. To select works according to business category, an index of these categories was established. If the art director was not specified, this space was left blank. Both names were included for joint works. The application form had a section for art director, but did not have one for director. If (2) and (3) were the same person, the name was listed twice.

The year designed was listed according to the Christian calendar. Two years were noted for cases where joint designers have submitted the work separately with two different years listed. An "R" after the year denotes that the work was redesigned in that year. An "*" indicates the work was designed prior to 1970. These were included because they had a major influence on the works of the period, There is a year designed list for each of the classifications. Though "place designed" was not on the form, this data was included because it helps to judge where the work is being used. This was listed according to the address of the person who submitted the work and to may not be accurate. To indicate the color accurately, the maker and the color number were noted in brackets after the color name.

Pantone/PMS = Pantone Co. (U.S.)

DIC = Dainippon Ink Chemical Industry (Tokyo)

TOYO CF = Toyo Ink Mfg. Co. (Tokyo)

Relationship to Trademarks

This series makes it possible to observe the different forms that trademarks and logotypes will assume. Such an advantage, however, may also present a drawback since one cannot predict in what relationship trademarks and logotypes will be employed together. Research is being conducted, particularly on their use in corporate identity.

Trademark plus logotype can express a comprehensive image. Several choices present themselves, depending upon use. To the right are single examples of many available. The combinations of trademarks and logotypes among works submitted were categorized as follows:(1) Works in which the logotype is beneath the trademark—the largest number. In many, the logotype width is the same as the trademark. Some works appear in which greater emphasis is placed on the logotype so that it is wider than the symbol, such as in T53. Others are shown in which both the logotype and trademark are given equal emphasis, such as in T60. (2) Works in which the logotype is placed above the trademark. In this pattern, the logotype is emphasized more than in (1). This pattern is used in long, horizontal spaces. There are examples of trademarks and logotypes placed on the same line to stress the horizontal, as in T91, 92, 94 and 97. (4) Works in which the logotype is to the left of the trademark. This seems to emphasize the logotype more than (3).

(5) Works in which the logotype and trademark have the same form. In these, the first letter is the trademark and the logotype is given a trademark effect simply by changing the color of the initial.

(6) Works in which the trademark and logotype are connected or similar. Examples of those with similar trademark and initial are: T109, 113,114,and 115. Examples in which both are connected: T107 illustrates G and 4 forming a trademark. In T108, H and I combine to form a trademark. In T116 the arrow of the trademark is incorporated into the P and R of the logotype. In T117 both are formed by lines of the same thickness. In T122 the same type of spiral is used in both. There are cases such as T120 and T123 with the same curves.

1

Logotype under the trademark



T1



BONNE SANTE

T2



T3

- T1 1) printing
2),3) Jack Evans
4) Benetts
5) (USA)
T2 1) restaurant
2) Iwao Matsuura
3) Kenji Takumi
4) Fresh Systems
5) 1982(Japan)
6) DIC 185/DIC 156/DIC 249
T3 1) association(welfare)
2),3) Gavin Healey
4) National Foster Care
5) 1982
6) dark blue/green



ENPLAS

T4



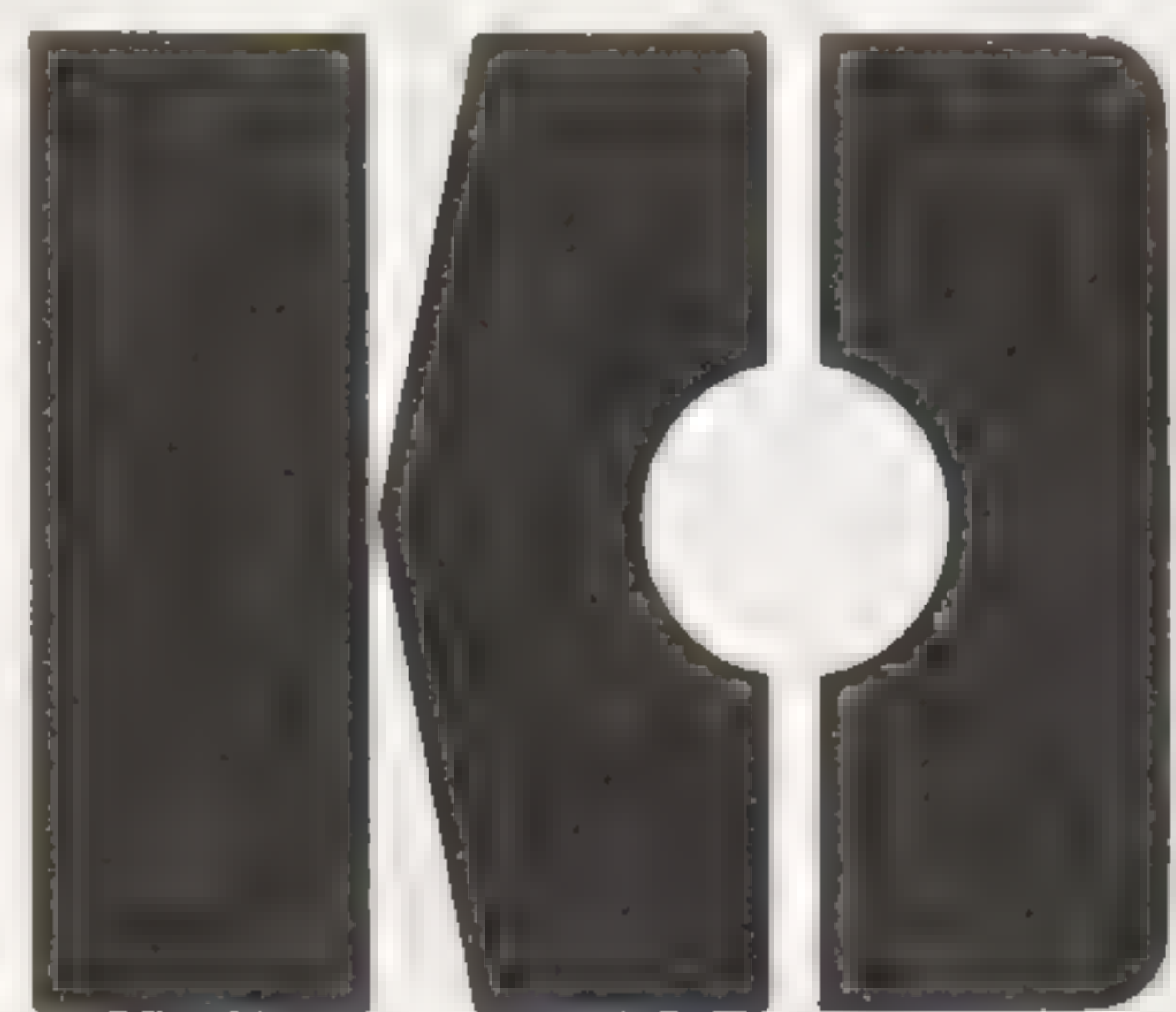
Meiko

T8



SANSHIN

T12



KOVODÍLO PRAHA

T5



MODUL2

T9



seiden

T13



mamekawa

T6



NUL

T10



Shiraishi

T14



MMSD

T7



Paramount
from the heart

T11



NAPL

T15

T4 1) plastic industry
2),3) Ken'ichi Hirose
4) Daiichi Seiko
5) 1981(Japan)
6) blue

T5
2),3) Adolf Pražský
4) Kovodilo Praha
5) 1976(Czechoslovakia)

T6 1) automobile(adjustment,
sale)
2) Osamu Ogawa
3) Hajime Fujii
4) Makekawa Jidosha
5) 1979(Japan)

T7 1) public enterprise
2),3) Kenneth Larsen
4) MMSD
5) 1977(USA)
6) blue
T8 1) trade
2),3) Ikuya Kimura
4) Meiko Shogyo
5) 1983(Japan)
T9 1) interior design
2),3) Gustavo Gomes
-Casallas/Rodorigo Fernandes
4) El Punto Del Diseño
5) 1983(Columbia)
6) red/black

T10 1) transport
2),3) Koichi Watanabe
4) NUL
5) 1977(Japan)
T11 1) stationery(greeting
card)
2) Joe Selame
3) Selame Design Group
4) Paramount Greeting Card
5) 1977(USA)
6) black or gray
T12 1) ironwork
2) Toshio Goto
3) Masahiro Hirokawa
4) Sanshin Kogyo
5) 1983(Japan)
6) black

T13 1) electric products
2) Ichro Tatsumi
3) Takeo Sugaya
4) Seiden-sha
5) 1981(Japan)
6) blue(DIC 183)
T14 1) petroleum
2),3) Ken'ichi Hirose
4) Shiraishi Shoten
5) 1981(Japan)
6) blue
T15 1) association(printing
company)
2) Joe Sonderman
3) Barry Becker/Sam Becker
4) NAPL
5) 1982(USA)
6) various color



T16



T20

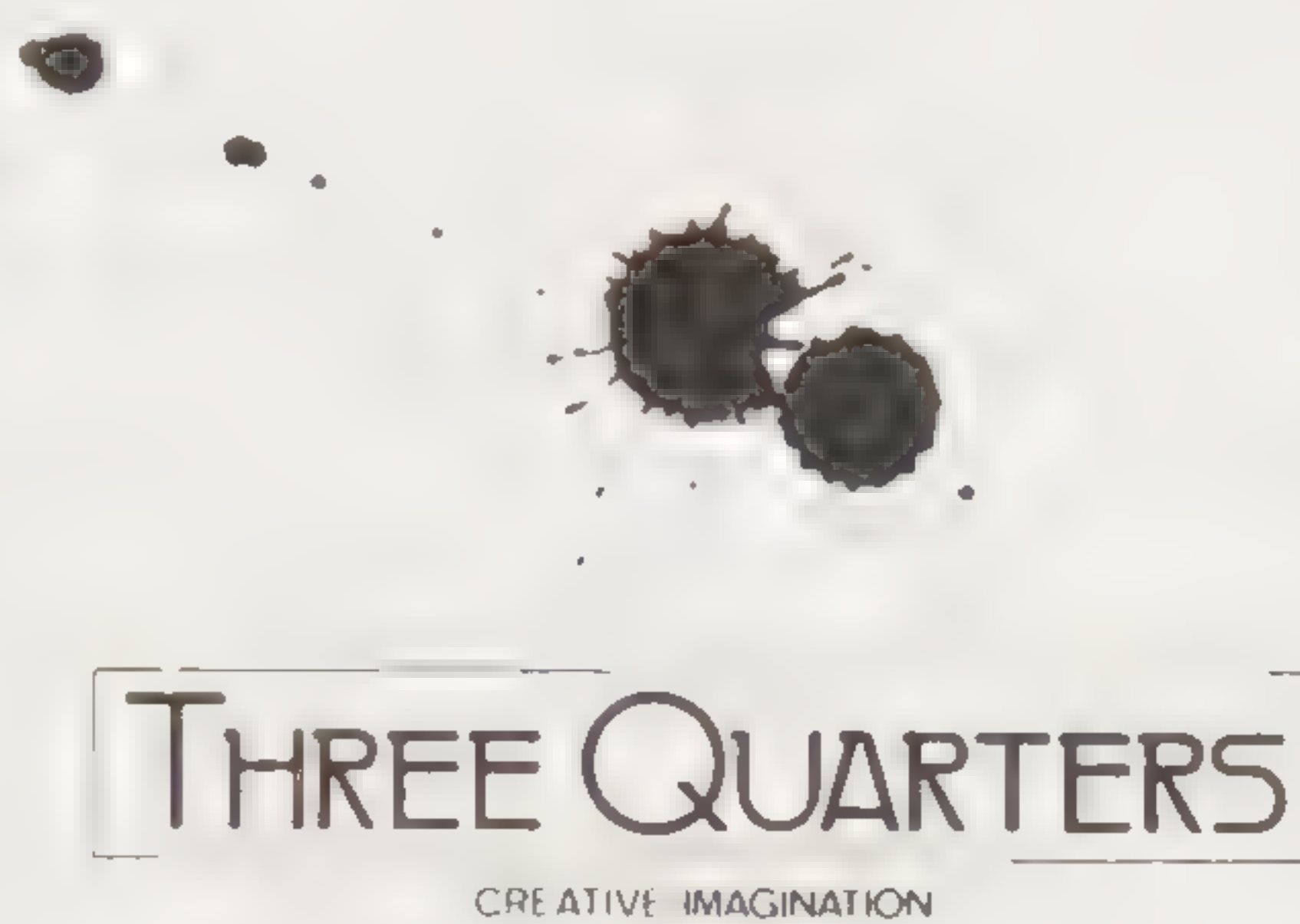


T24



plan west

T17



T21



T25



T18



T22



T26



T19



T23



T27

T16 1) construction
2) Hajime Yoshimura
3) Yoko Nonaka
4) Hakko
5) 1980(Japan)
T17 1) construction
2) Duane Wiens
3) Arvid Wallen
4) Plan West
5) 1980(USA)
6) rust
T18 1) metal industry
2),3) PVDI
4) Raio
5) 1975(Brazil)

T19 1) electric parts
2),3) Toshiba Design Section
4) Toshiba Kankyu Kizai
5) 1976(Japan)
T20 1) printing(seal)
2),3) Arthur Eckstein
4) Tri-Seal International Inc.
5) 1979(USA)
6) black
T21 1) stationery
2) Yoichi Sugamura
3) Michiko Sugamura
4) Creative Imagination
5) 1980(Japan)
6) green/red

T22 1) exhibition(design)
2),3) Takeshi Otaka
4) International Design Festival
5) 1982(Japan)
T23 1) planning office
2),3) Takahiro Shima
4) Adamant Inc.
5) 1981(Japan)
T24 1) clothing
2),3) Marlo Caroli
4) Manuella
5) 1983(Italy)
6) black

T25 1) design group
2),3) Binkou Yamauchi
4) U. Associates
5) 1982(Japan)
T26 1) travel
2),3) Joe Vera
4) Fonatur
5) 1973(Mexico)
6) orange/sand/pale blue
T27 1) campaign
2),3) Takahiro Shima
4) Parmira City
5) 1979(Japan)

 <p>American Independent Bank</p> <p>T28</p>	 <p>NCSco., Ltd.</p> <p>T32</p>	 <p>MISS UNIVERSO MEXICO 1978</p> <p>T36</p>
 <p>TVSK</p> <p>T29</p>	 <p>LILA yogurt bar</p> <p>T33</p>	 <p>PATRICIA QUINTANA Alta Cocina</p> <p>T37</p>
 <p>WOOLLOOMOOLOO</p> <p>T30</p>	 <p>UTÖ VÄRD SHUS</p> <p>T34</p>	 <p>ELEKTRA</p> <p>T38</p>
 <p>GRAND DYNASTY, INC.</p> <p>T31</p>	 <p>Bahamas Hydrofoil Cruises</p> <p>T35</p>	 <p>arston</p> <p>T39</p>

T28 1) bank
2) Debbie McKinney
3) Mike Leidel
4) American Independent Bank
5) 1983(USA)
6) black
T29 1) publication
2),3) Milton Glaser
4) Overlook Press
5) 1983(USA)
6) black/white
T30 1) private symbol
2),3) Umberto Facchini
4) Architeti Umberto Facchini
5) 1975(Italy)
6) black

T31 1) holding company
2) Jack Evans
3) Unigraphics, Inc
4) Grand Dynasty, Inc.
5) 1980(USA)
6) brown/blond
T32 1) interior(furniture)
2) Norihiko Watanabe
3) Mariko Ozawa
4) NCS Co., Ltd.
5) 1982(Japan)
T33 1) restaurant
2) Iwao Matsuura
3) Takayuki Mizuno
4) Shinjuku Tokyo Kaikan
5) 1983(Japan)
6) DIC 223

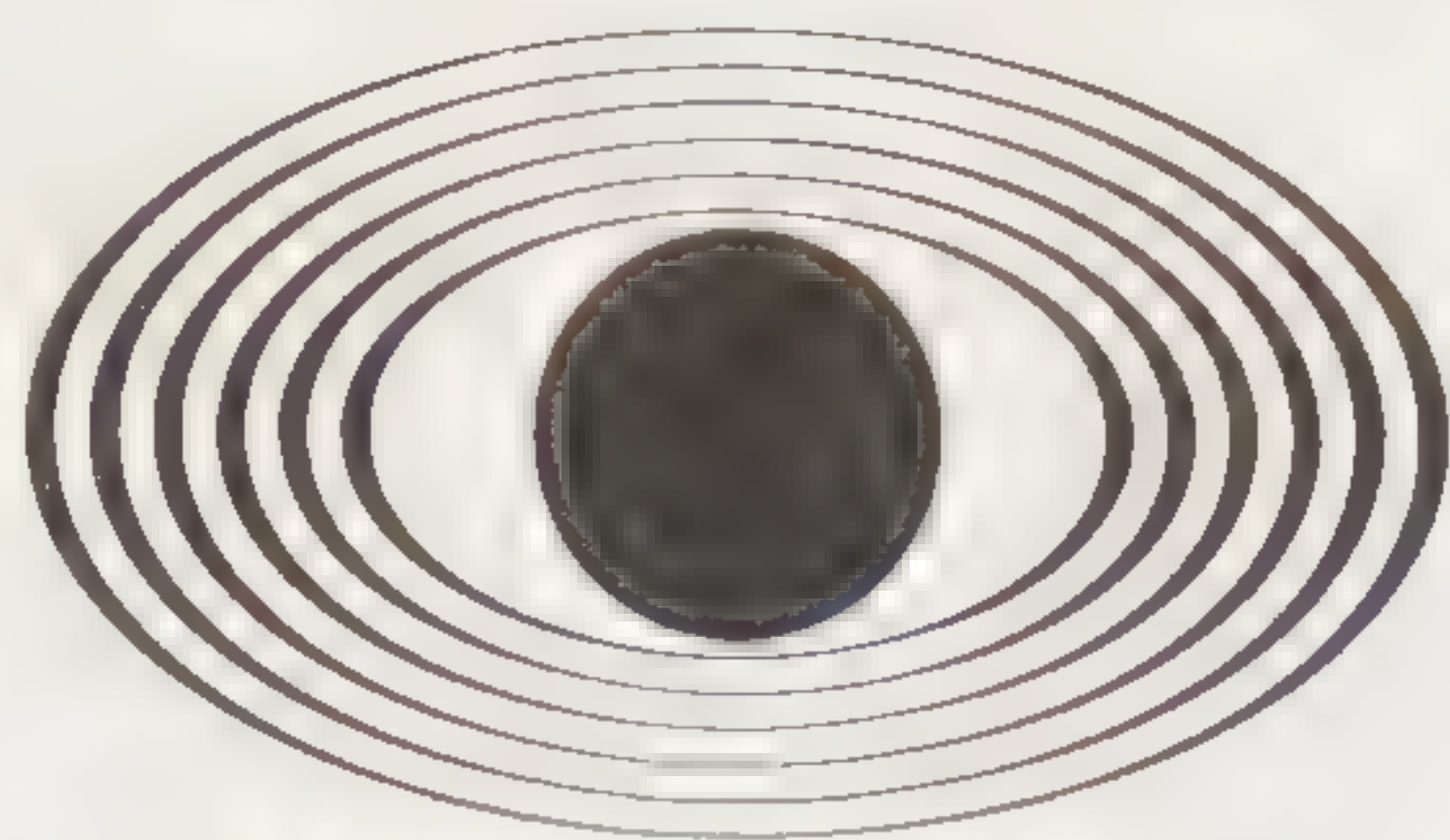
T34 1) hotel(restaurant + recreation center)
2),3) Ove Engström
4) UTÖ Världshus
5) 1979(Sweden)
6) dark red
T35
2),3) Silvio Gayton
4) Bahamas Hydrofoil Cruises
5) 1980(USA)
6) black/light blue/dark blue
T36 1) contest
2) Joe Vera
3) Joe Vera/Francisco Tellez
4) Turism Departamento
5) 1978(Mexico)

T37 1) school(cooking)
2) Carmen Cordera
3) Eduardo Zapata
4) Patricia Quintana Alta Cocina
5) 1979(Mexico)
6) Pantone 209
T38 1) electrical machinery
2),3) Milton Glaser
4) Elektra
5) 1983(USA)
6) red/black/white
T39 1) record
3) Karol Sliwka
4) Foreign Polonian Enterprise
5) 1983-84(Poland)
6) black



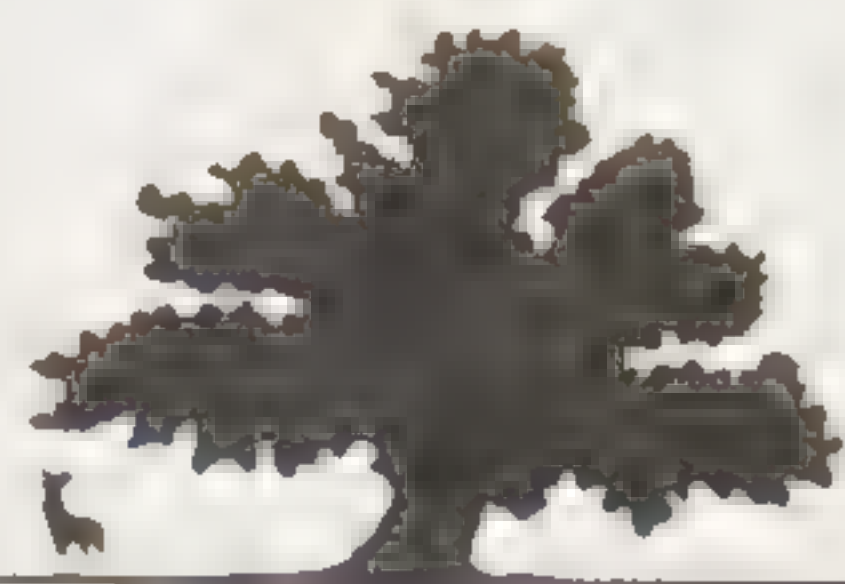
**NATIONAL
CAPTIONING
INSTITUTE,
INC.**

T40



INTERNATIONAL
ORIGINAL CONCERT
in TOKYO '81

T44



THE FOREST

T48



POL SKI TEAM

T41



T45



maruzen

T49



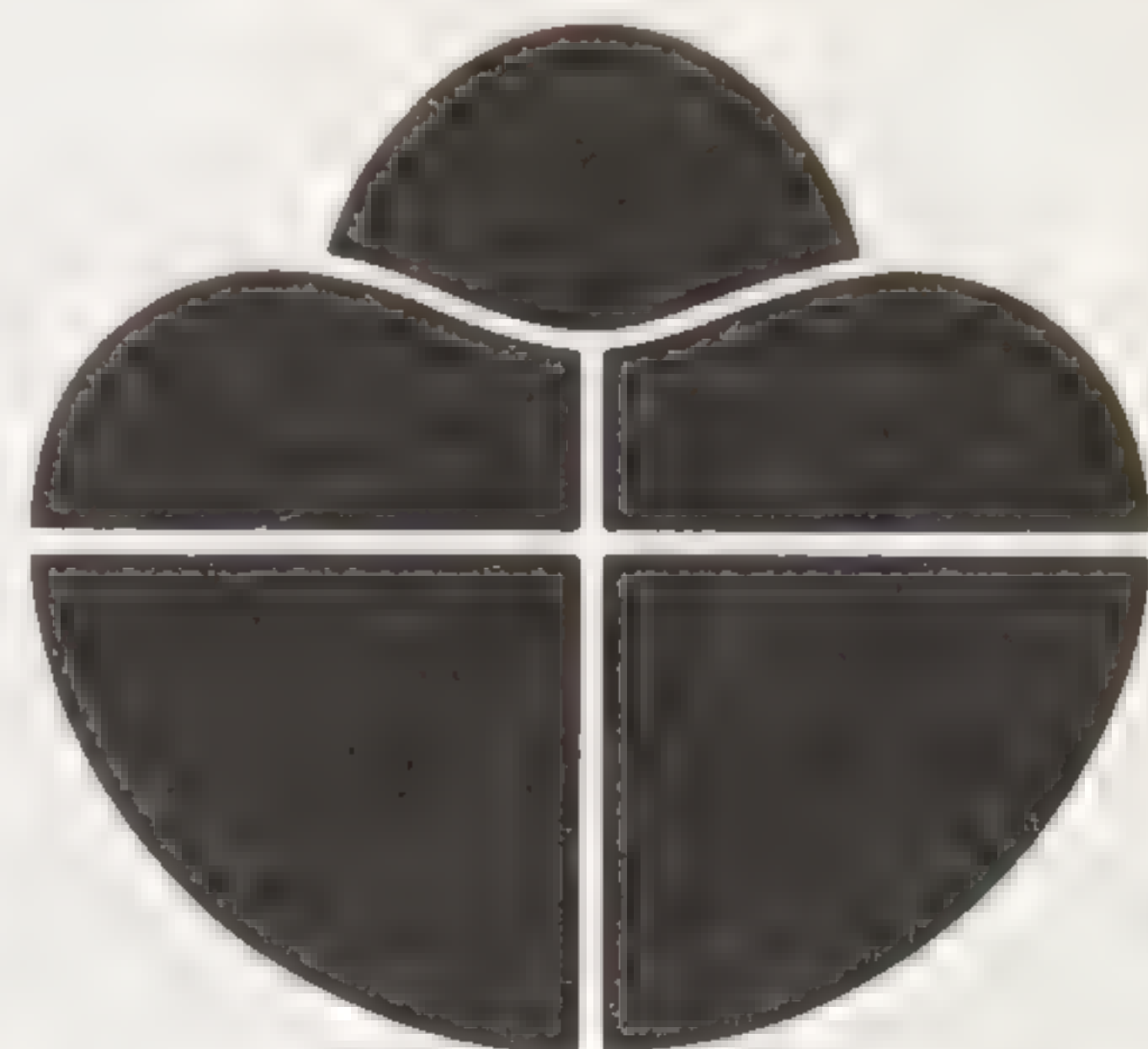
Chemjay Inc.

T42



Bank of Dallas

T46



HOTEL CHITOSEYA

T50



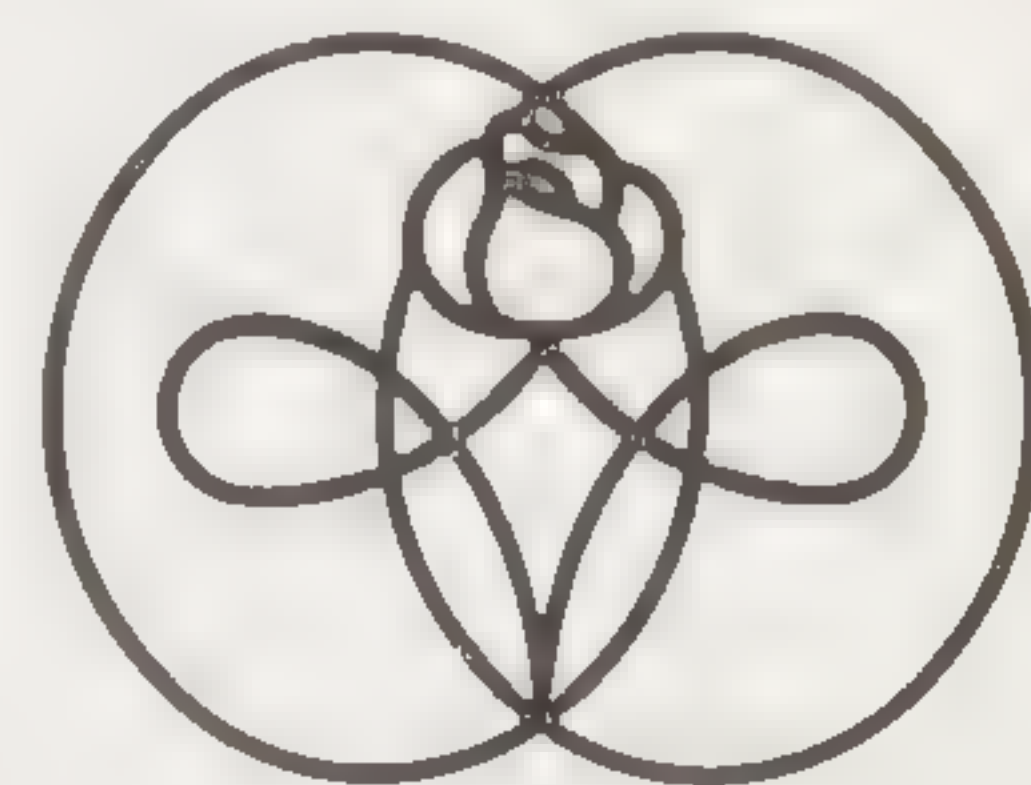
QuadGraphics

T43



SEADEV INC.

T47



SALON
DE
SHINON

T51

T40

2),3) Philip Gips/Diana
Graham
4) National Captioning
Institute, Inc
5) 1979(USA)
6) black

T41 1) sport(team)

3) Karol Sliwka
4) Pol Ski Team
5) 1977(Poland)
6) red

T42

2) Debbie McKinney
3) Mike Leidel
4) Chemjay Inc.
5) 1982(USA)
6) blue

T43 1) printing

2) Dave Hackett
3) Ken Eichenbaum
4) Quad Graphics
5) 1974(USA)
6) black/red/yellow/blue

T44 1) festival

2) Masatoshi Shimokawa
3) Masatoshi Shimokawa/Gen
Ono
4) Yamaha Music Promotion
5) 1980(Japan)
6) red/gold or black

T45 1) sport(club)

2),3) Don Connelly
4) Avondale Swim & Tennis
Club
6) green

T46 1) bank

2),3) Jack Evans
4) Bank of Dallas
5) 1982(USA)
6) purple/gray

T47 1) metal industry

2) Ray Engle
3) Jerome Jensik
4) Seadev Inc
5) 1982(USA)
6) brown/blue/black

T48

2),3) David Gibbs
4) The Forest
5) 1981(USA)
6) green

T49 1) food(manufacture)

2) Jutaro Ito
3) Koichi Kanagawa
4) Maruzen
5) 1979(Japan)
6) red

T50 1) hotel

2),3) Shin'ichi Takahara
4) Hotel Chitoseya
5) 1982(Japan)

T51 1) club

2),3) Takahiro Shima
4) Saito Shoji
5) 1983(Japan)



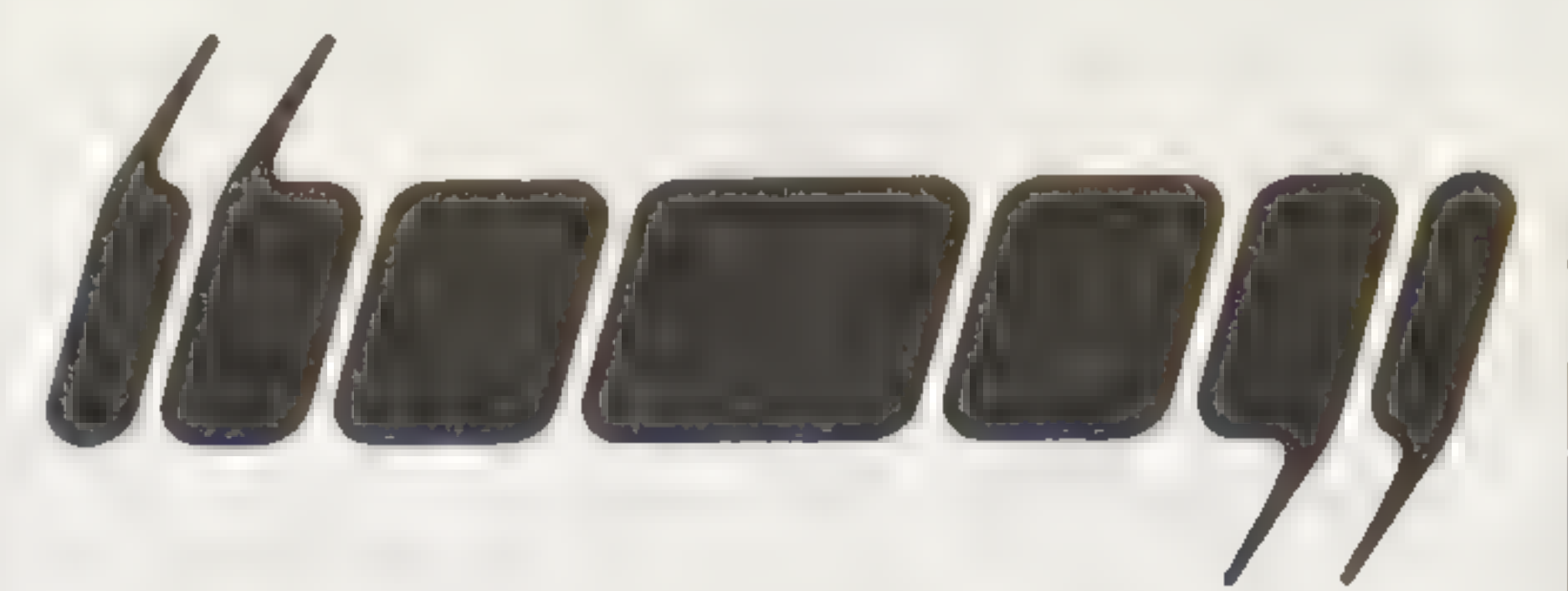
ROMAN

T52



BERRYBROS-PETROLEUM, INC.

T56



Courseware

T60



VENTURI

T53



ASHTON
BOOKS

T57



golden pony

T61



la torre

T54



Symphony Place

T58



Takeshita

T62



CALLOWHILL
Citizens Association of Reading

T55



Los
Cántaros

T59



PATTERSON

T63

- T52** 1) shoe(sale)
2),3) Hiromi Nagano
4) Roman Juichiban-kan
5) 1981(Japan)
T53 1) jeweler
2),3) Marlo Caroli
4) Venturi
5) 1983(Italy)
6) black
T54 1) food(manufacture)
2) Carmen Cordera
3) Leticia Fierro/Fernando Garza Galindo
4) Conservas la Torre
5) 1980(Mexico)
6) yellow(Pantone 116)/black

- T55** 1) association(reading)
2),3) David Bullock
4) Callowhill Citizens Association of Reading
5) 1982(USA)
6) rust
T56 1) petroleum
2),3) Jack Evans
4) Berry Bros-Petroleum, Inc
5) 1982(USA)
6) blue/silver
T57 1) book shop
2),3) John M. Alexander
4) Ashton Books
5) 1981(USA)
6) red

- T58** 1) hall
2) Tim Larsen
3) Nancy Young
4) Symphony Place
5) 1982(USA)
6) black
T59 1) restaurant
2) Juan Ignacio Gomez
3) Pedro E. Gaudiano
4) Promotora Oterera Misión
5) 1983(Mexico)
6) Pantone 484/beige
T60
2) Tom Lewis
3) Tom Lewis/Linda Roberts
4) Couresware
5) 1983(USA)

- T61** 1) shoe(manufacturer)
2),3) Francescco Burccini
4) Golden Pony
5) 1976(Italy)
6) blue
T62 1) food
2),3) Akira Sanada
4) Takeshita Seika
5) 1975(Japan)
T63 1) heavy industry
2),3) Jack Evans
4) Patterson
5) (USA)

 <p>GIRL SCOUTS</p> <p>T64</p>	 <p>KUNIMATSUYA</p> <p>T68</p>	 <p>T72</p>
 <p>FIATAGRI</p> <p>T65</p>	 <p>T69</p>	 <p>Kewanee Day Care Center</p> <p>T73</p>
 <p>T66</p>	 <p>T70</p>	 <p>T74</p>
 <p>Capt'n Quick's</p> <p>T67</p>	 <p>Comanche Caves Ranches</p> <p>T71</p>	 <p>T75</p>

T64 1) organization
2) Saul Bass
3) Saul Bass/Herb Yeager
4) U. S. Girl Scouts
5) 1978(USA)
T65 1) mechanical industry
3) Carlo Malerba
4) Fiatagri
5) 1982(Italy)
6) dark red
T66 1) trading(audio)
2),3) Walter Hergenrother
4) Closina & Barpo
5) 1977(Italy)
6) red/green/black

T67 1) restaurant
2) John M. Alexander
3) Don Weller
4) Capt'n Quick's
5) 1983(USA)
6) blue
T68 1) shop
2),3) Koichi Watanabe
4) Kunimatsuya
5) 1979(Japan)
T69 1) private symbol(hair
stylist)
2),3) Don Davis
4) Coni Cadi
5) 1982(USA)
6) black

T70 1) bank
2),3) Don Davis
4) Whaples Bank
5) 1977(USA)
T71
2) Jack Evans
3) Unigraphics, Inc.
4) Claud Macraherman
5) 1980(USA)
T72 1) liquor(sale)
2),3) Ricardo Rey
4) Vinos y Quesos
5) 1980(Puerto Rico)

T73
2),3) Don Davis
4) Kewanee Day Care Center
5) 1979(USA)
6) black
T74 1) interior
2),3) Hiro Terao
4) Kawakin
5) 1983(Japan)
T75 1) rice shop
2) Jutaro Ito
3) Katsunori Hagiwara/Koichi
Kanagawa
4) Shinryo Bussan
5) 1979(Japan)
6) blue

2

Logotype is placed to the top of the trademark

unigraphics, inc.



T79

3

Logotype is placed to the right of the trademark



T76



T80



T83



T77



T81



T84



T78

*Edizioni
L'Inchiostroblu*



T82



T85

T76

- 3) Paul Ibou
- 4) Flag
- 5) 1981(Belgium)

- T77** 1) ironwork
- 3) Masahiro Shimizu
- 4) Seiwa Kogyo
- 5) 1983(Japan)

- T78** 1) sporting goods(manufacturer)
- 2) Yoshio Nishimaki
- 3) Shinsuku Saito/Koji Akutsu
- 4) Daichi Gosen
- 5) 1982(Japan)

- T79** 1) design studio
- 2) Jack Evans
- 3),4) Unigraphics, Inc.
- 5) 1972(USA)
- 6) black/purple

- T80**
- 2),3) Carl Nelson
- 4) Welsh Companies, Inc
- 5) 1981(USA)
- 6) black/rust(PMS 159)

- T81**
- 2) Tom Lewis
- 3) Don Young
- 4) The Vault
- 5) 1982(USA)

- T82** 1) publisher
- 2) Concetto Pozzati
- 3) Maurizio Osti
- 4) Edizioni L'Inchiostroblu
- 5) 1981(Italy)
- 6) black/blue

- T83** 1) cleaner(manufacturer)
- 2),3) Rinaldo Cutini
- 4) Snia Casa
- 5) 1974(Italy)
- 6) dark blue or red or black

- T84** 1) excavation
- 2),3) Denise Spaulding
- 4) Robinson Excavating
- 5) 1980(USA)
- 6) green/brown

- T85** 1) travel
- 2),3) Martellosi Giovanni
- 4) Sharonviaggi
- 5) 1975(Italy)

 <p>T86</p>	 <p>T90</p>	<p>4</p> <p>Logotype is placed to the left of the trademark</p>
 <p>T87</p>	 <p>T91</p>	 <p>T94</p>
 <p>T88</p>	 <p>T92</p>	 <p>T95</p>
 <p>T89</p>	 <p>T93</p>	 <p>T96</p>

T86 1) food(frozen)
2) Rout van Den Hoed
3) Ed Sturgeon
4) Idaho Frozen Foods
5) 1977(USA)
6) blue

T87 1) sport(sale)
2) Gai Muranaka
3) Koji Takahashi
4) Sazanami
5) 1982(Japan)

T88 1) catering service
2) Alfonso Capetillo Ponce
3) Ricardo Salas
4) Grand Metropolitan
5) 1980(Mexico)
6) blue

T89 1) sporting goods(manufacturer)
2),3) John M. Alexander
4) Alpine Products
5) 1980(USA)
6) black

T90 1) holding company
2) Joe Vera
3) Barry Cox
4) Progrupo
5) 1980(Mexico)
6) gray

T91 1) gallery
2),3) Osamu Furumura
4) Cimaise-S
5) 1974(Japan)

T92 1) theatre
2),3) Scott Engen
4) Glendale Centre Theatre
5) 1979(USA)
6) black

T93 1) hospital
2),3) Denise Spaulding
4) Bellefonte Hospital
5) 1982(USA)
6) red/black

T94
2),3) Avrum Ashery
4) Parents with Careers
5) 1981(USA)
6) black

T95
2),3) Madeleine Bujatti
4) Herbert Baginer
5) 1978(Austria)
6) blue/red

T96 1) stockbroker
2) Joe Vera
3) Joe Vera/Francisco Tellez
4) Probusa
5) 1978(Mexico)
6) brown

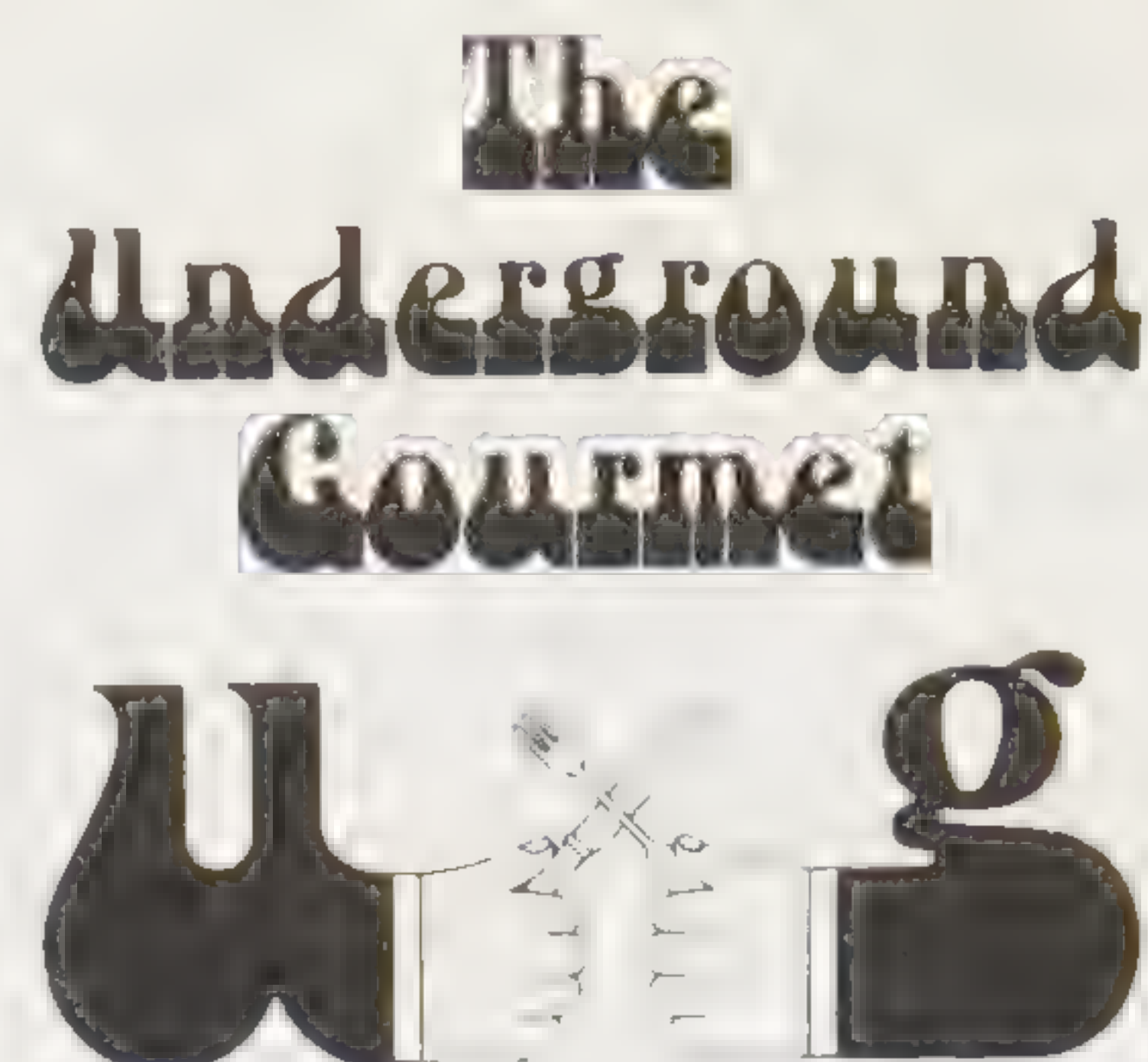
5

Logotype and trademark are the same form

T99



T103



T97



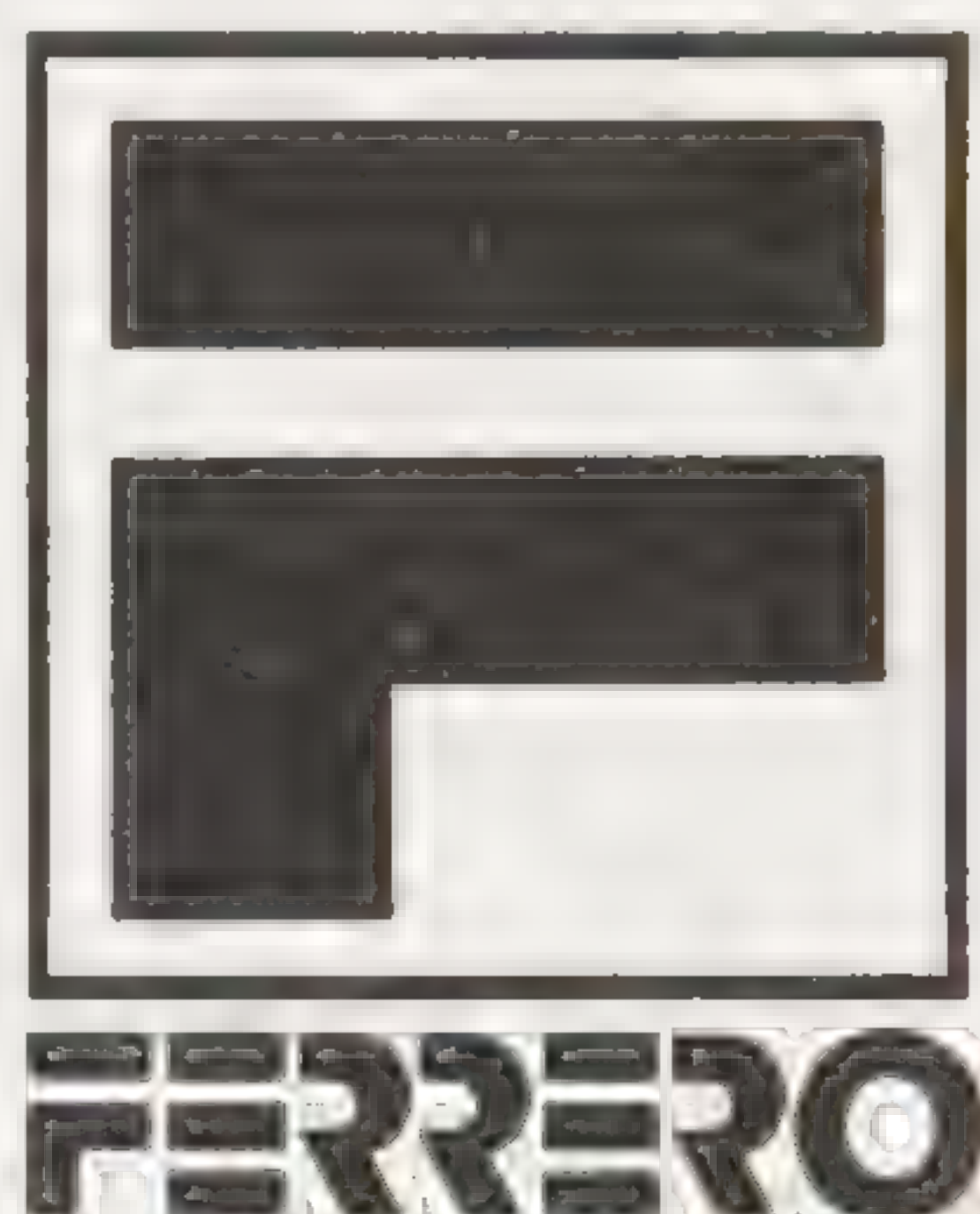
T100



T104



T98



T101



T105

6

Logotype and trademark are connected or are similar

T102



Mas Cosmetics s.a



T106

T97 1) mountain association
2),3) Giovanni Burnazzi
4) Pila
5) 1979(Italy)
6) black/red
T98 1) building material(cement industry)
2),3) Giovanni Burnazzi
4) Unicem
5) 1975(Italy)
6) gray/black
T99 1) sounding machine(selling)
2),3) Rey R. Dacosta
4) Giro 4
5) 1978(Venezuela)
6) blue

T100 1) trading concern
2),3) Koich Watanabe
4) Hicut Co., Ltd.
T101 1) food(manufacturer)
2),3) Aldo Novarese
4) Ferrero Chocolata
5) (Italy)
6) red
T102 1) cosmetics
2),3) Tomás Vellvé
4) Mas Cosmetics s.a.
5) 1980(Spain)
6) light blue

T103 1) restaurant
2),3) Milton Glaser
4) The Underground Gourmet
5) 1966(USA)
6) black/pink/orange
T104 1) distiller and wine merchant
2) Keith Murgatroyd
3) Keith Murgatroyd/Tony Foster
4) Gilbert & John Greenall, Ltd.
5) 1979(England)
6) green
T105 1) manufactured goods
3) Carlo Malerba
4) Luoni
5) 1978(Italy)

T106 1) manufactured goods
2),3) Oanh Pham-Phu
4) H. Rothchild GmbH
5) 1980(West Germany)
6) gold/silver/blue




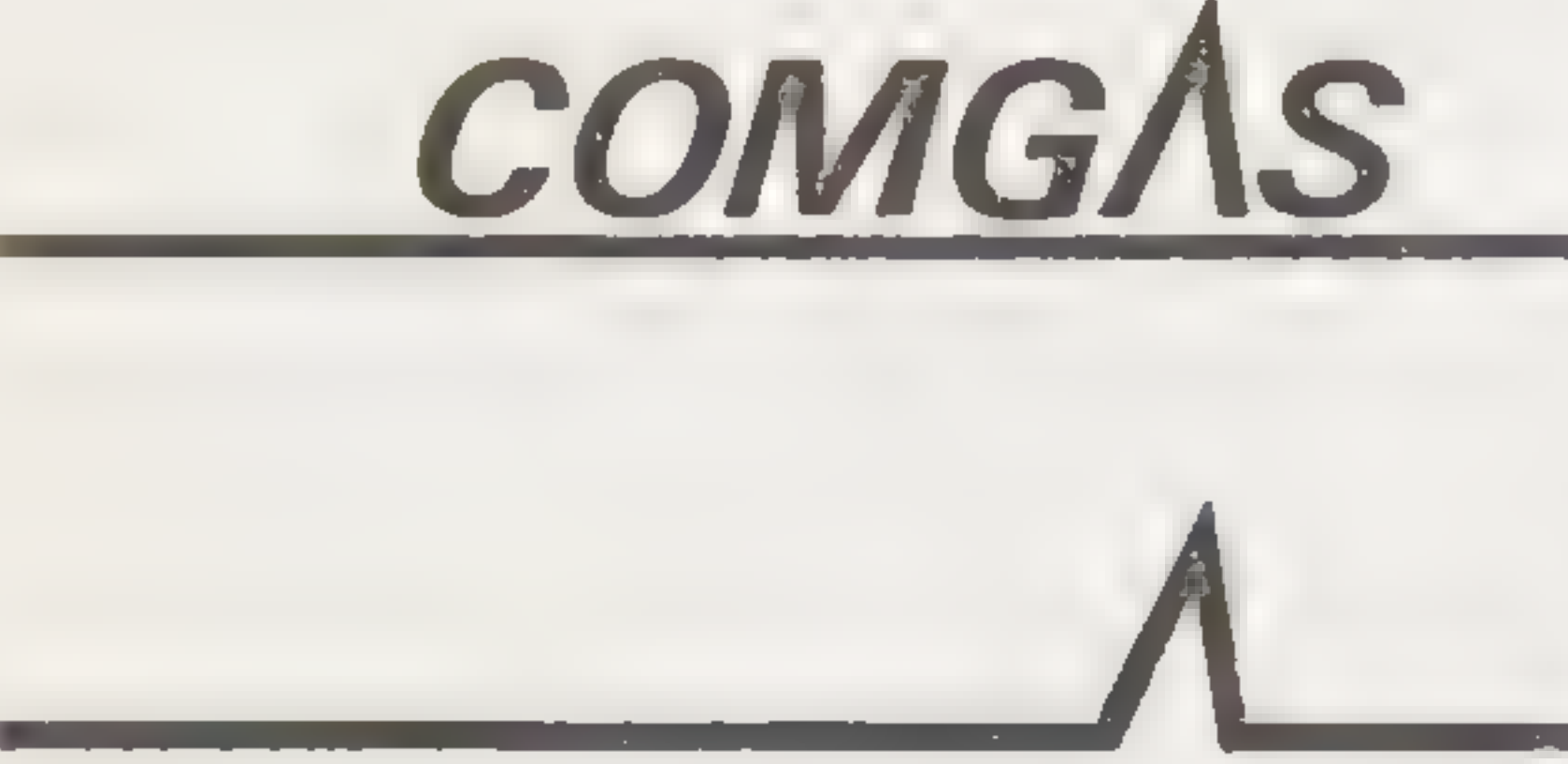




 <p>T107</p>	 <p>T111</p>	 <p>T115</p>
 <p>T108</p>	 <p>T112</p>	 <p>T116</p>
 <p>T109</p>	 <p>T113</p>	 <p>T117</p>
 <p>T110</p>	 <p>T114</p>	 <p>T118</p>

T107 1) clothing
2) Joe Vera
3) Francisco Tellez/Joe Vera
4) Emmanuelle
5) 1979(Mexico)
T108 1) air conditioning
2),3) Bror B. Zetterborg
4) Pentair
5) 1980(Finland)
6) blue
T109 1) textile
2) Alfonso Capetillo Ponce
3) Alejandro Merino
4) Texel
5) 1978(Mexico)

T110
2) Ove Engström
3) Ove Engström/Kurt Karlsson/Ingvar Johansson
4) FFV
5) 1982(Sweden)
6) blue
T111 1) food
2) Gary Ball
3) Dave Baca
4) Bonner Packing
5) 1975(USA)
6) green/orange/black
T112 1) sports
2),3) Silvio Gayton
4) Free Port Lucaya
5) 1979(USA)
6) dark blue/light blue/yellow

T113 1) airlines
2) Jack Evans
3) Bill Oates
4) Jim Patterson Speedbird
5) 1982(USA)
T114 1) hunting and camping supplies store
2) Jack Evans
3) Unigraphics, Inc.
4) Black Sheep
5) 1982(USA)
6) black/red
T115 1) real estate
2) Duane Wiens
3) Arvid Wallen
4) Property Investors of Colorado
5) 1983(USA)
6) gold

T116 1) real estate
2),3) G. Edwards
4) San Jemo
5) 1974(Mexico)
6) green
T117
2),3) Don L. Sterrenburg
4) Interface
5) 1974(USA)
6) brown/gray
T118 1) artists material
2),3) Binko Yamauchi
4) Ehime Gazai Co.,Ltd.
5) 1982(Japan)

 <p>T119</p>	 <p>T122</p>	 <p>T125</p>
 <p>T120</p>	 <p>T123</p>	 <p>T126</p>
<p>7</p> <p>Designs in combinations</p>	<p>8</p> <p>Logotype and the trademark are one and the same</p>	
 <p>T121</p>	 <p>T124</p>	

T119 1) Japanese restaurant
2),3) Yukio Kanise
4) Masuyoshi
5) 1977(Japan)
T120 1) energy(gas)
2),3) Rodorigues Rafael
4) Comgas
5) 1971(Brazil)
T121 1) television station
2),3) Ernesto Lehfeld
4) Video 3
5) 1982(Mexico)
6) PMS 159

T122 1) automobile accessories
2) Tomoko Taketomo
3) Hisako Ogura
4) Auto Craft Anzen
5) 1982(Japan)
T123 1) restaurant
2),3) Bruce D. Zahor/Joel Mitnick
4) Pompizoo Restaurant
5) 1982(USA)
6) blue/yellow
T124
2) Shigeru Shimooka
3) Shigeru Shimooka/
Toyohiko Sugimoto
4) Nichias
5) 1978(Japan)
6) dark blue/blue

T125 1) photography
2) Joe Selame
3) Selame Design Group
4) Eastman Kodak Company
5) 1983(USA)
6) black/yellow
T126 1) glass
2),3) Walter Hergenrother
4) Edilglas Production
5) 1978(Italy)
6) brown/yellow

Brüx

1

CONU

2

KEKO

7

EVERY

3

auxiliar

8

MODENA

4

COMURB

9

OMEGA

5

ALCOR

10

1STBANK

6

FLYING SPOT

11

VATES

12

LOBBY
LOUNGE

15

Bell
1980

13

JAZZ AUDIO

16

PATCHWORK
& UTILS

14

CE
CE
CE

17

BOMB

18

DISCOVERY

19

marycarter

21

NYC/AIA

20

LEPARE

22

dprg

23



28

SERIA

24

TESNOLA
TREEBWE

29

HPbank

25

GRUPPO
EFIM

30

MAPEC

26

CAREATION

31

SERVOMATIC

27

Giro

32

X
TURBO

33

Living

34

HUEBER

35

WLESUSA

36

PRIMO FILO

39

TRIAS

37

ETILE

40

PASEO

41

FASHION

38

LEIDEL

42

NEED

43

EVERY
BODY

48

WEST BEND

44

ZÄGEL
HELD

49

U.S.
TEAM

45

CASA
ITALIA

50

HARZA

46

ANGLO
ENERGY

51

ELAN

47

VÉTÜS

52

NEWSIGN

53

TIKAL

54

KRESTMARK

55

FAKE

56

CEMA

57

RPOD

58

GIPI

59

PAINF

60

SPRINT

61

WERIN

62

GÄLERIE

63

CALIFORNIA

64

PROGRAPH

65

AUTO FOCUS

66

INTERMEX

68

**GUERRERO
CORRETORA**

67

ART GRACE

69

AMAZONE

70

amazone

71

RUSTRA

75

COMEXPORT

72

LAZAR

76

WISDOM

73

ARCORRO

77

INTER

74

huerta

78

**LASER TURBO
SPECIAL**

79

CORNELL
F O R G E • C O M P A N Y

80

W

81

PERMEO

82

ESPRESSO

83

NEWS

84

afilia

85

icant

86

SEE

87

BISENO 76

88

colorlab

89

Thunder

90

LIDCO

91

GIANT

92

3OPA

97

DECOATING

93

CANEXUS

98

KW
FENCE

94

DOOZ

99

SEEP

100

Run
The Year
Of The
Kimberly Clark
Marathon

95

FACSCAN

101

BARTER
UPDATE

102

MIPOX

96

PLANOCAL AG

103

PAYSOPSYSTEMS

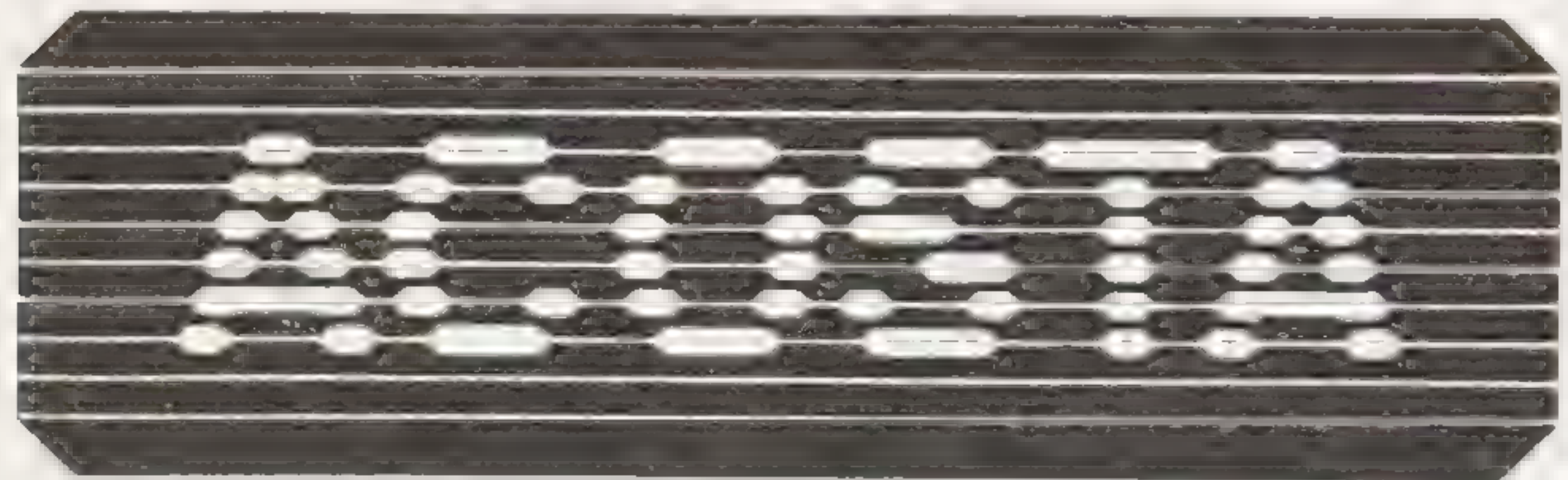
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105



106



107



108



109



110



111

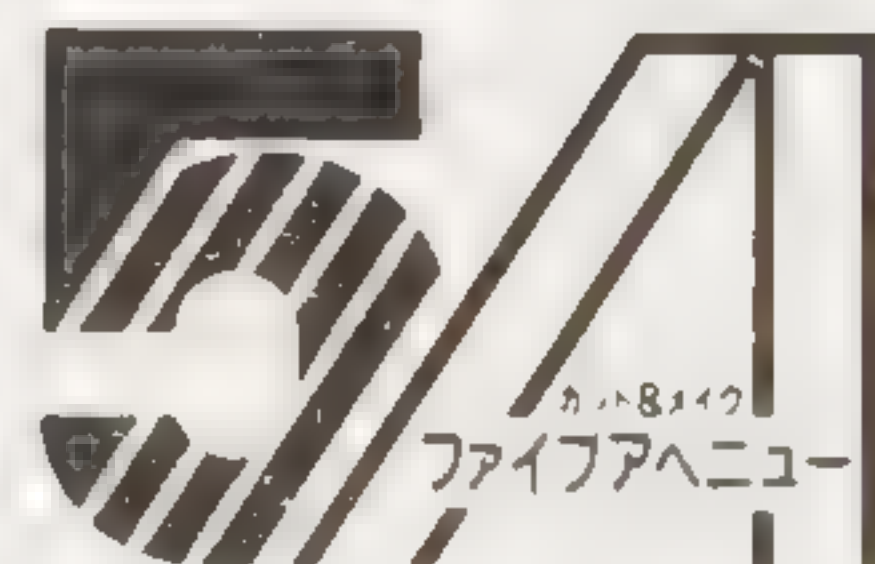
100
JAHRE
EISENBAHN

IM GLARNERLAND

112

pedala

113



CUT & MAKE
Five-Avenue

114



115

ELIXIR

116

monica

117

A-COLLECTION

118

FLO·R·D H·O·U·S·E

119

FESAN

120

PEGASUS

121

ivolo

122

UNIVER

123

"REACT"

124

ALTA TENSIONE

125

MEN'S-TECH

126

CAMPING BAIA DOMIZIA

127

PLA
KAT

128

NITTO HOTEL

129



CASIS

130



131

**STUDIO
TECH**

132

Arvan

133

New Metallic

134

ITALIA

135

OCTAVER

136

Unity

CARL PENSTAND

137

ツークセフハウス
27 HOUSE

138

CATALOGUE

139

RAIO

140

black
angel

144

CROBA

141

CARBON
COPY

145

PASQUALEN

142

REN
CAFÉ

143

costa
coffee

146

NO
V
IMPORT

147

@mack

148

Sphere

149

EXEXE

156

Techint

150

SOHN

157

Σ NETWORK

151

KURAFLEX

152

SURF
SKI

158

EXEDRA

153

HOTEL TOHKAI

154

Wonderful
World ワールドコロンボ

155

MUTUAL
AFFAIR
MUTUELLE
AMITIE

159

CALPIS

160

BIRD

161

ASWAN

162

THREE MIST

163

clameX

164

Alex Fries

165

software

166

INTERHORST

167

STAEDTLER

168

Hirex

169

FIRST

170

RSC
REMAINS
SNOW SKI
CLUB

171

LIFEC

172

TOKO

173

HGC

174

JAS

175

NSP

176

LINEA LITOS

177

W LOVE

178

TIGER

179

lovely

180

netra

181

arston

182

BESTTIME

183

Seeker

184

PMPA

190

Atelier
Megu

185

taktika

191

LILIFRIEND

186

CRILAPLASTIC

192

HABA

187

ESR

193

SUNDEER

188

WARRODS

194

SCRF

189

RATHAS

195

GOOD
VALUE

196

SNA¹X
200
BLAOW DRUGS

VRS

197

PARK AVENUE PLAZA

198

THE
GLASS
OVEN

201

Coopers
& Lybrand

199

1400
fla

202

gana

203

Dialog

204

dataLink

209

ZMM

205

Judgek

210

UTOPIA

206

eight CBS[®]

211

**NORTH AMERICAN
INDIAN
TRADING COMPANY**

207

LightPainting

212

DiscoController

213

**TUNGSTENO
HAMERA**

208

Glasfaser

214

DEVlin

215

SHOTGUN

216

TATEISHI

217

**GRAPHIC
DESIGN**

218

Aprica

219

MaxField
FOR JOGGING AND RUNNING

220

lifescape

221

BLACK CONE

222

CANELA

223

PowerSense

224

LEYKAM
HOLZVERWERTUNGS

225

NIKLA
CELL

226

MERKATOR

227

228 **PRO
RATIO**

233 **BALSAM**
& PROTEIN

229 **GIFT SHOP** SUNTORY

234 **COSMIC**
CREATIVE LIFE & GIFT SHOP

230 **SIGNA**

235 **hazzard**

231 **LIMPEX**

236 **DigiRede**

232 **GRUPO
CORF**

237 **BARRAGE**

238 **SEAR**

**Master
Athletic**

239

muebles
norden

246

**Dairy
Farm**

240

BLEND

247

Soetelieve

241

Boa Boa

248

mecair

242

**CALORIC
MODUL**

249

carghampes

243

Plan-DoSheet

244

**COMPO
LOOK 75**

250

BRÆGEN

245

PARAFON

251

ITED

252

FONDATION NATIONALE
DE LA PHOTOGRAPHIE

253

ALLUMINOX

254

SECURITY

255

BULGARKONSERV

256

MINDSET

257

MODAC

258

CANTON

259

CITROSUCO

260

SPORTS

261

ORCHESTRE
DE CHAMBERY
ET DE LA SAVOIE

262

DANNEMANN
SIEMSEN
BIGLER &
IPANEMA MOREIRA

263

IIPPRRAA

264

galerieam**züriberg**

265

JIMYARK 
OLDSMOBILE/AMC

266

Scholastic **Wizware**

267

MEDICOENGINEERING

268

RESNAI NANZER

269

GALLERY79

270

SIJBES
& COBV

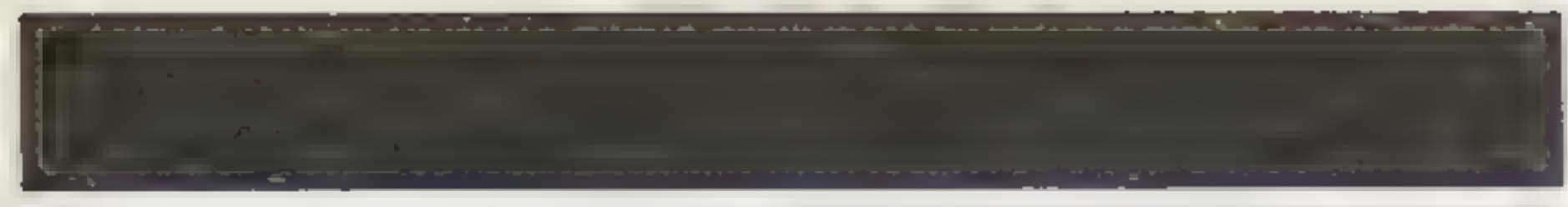
271

VER **BAYERN**
SICHER UNG

272

UNIVERSITY
 **SALFORD**

273



Deutscher
Kulturrat

274

KLUWER
ALGEMENE
> **INFORMATIEVE**
BOEKEN BV

275

K**A**TES
PE**A**T
M**A**RWICK & CO.

276

A**R**A**M**A**S**S**A** &
A**N**I**T**A R**U**S**S**E**L**L

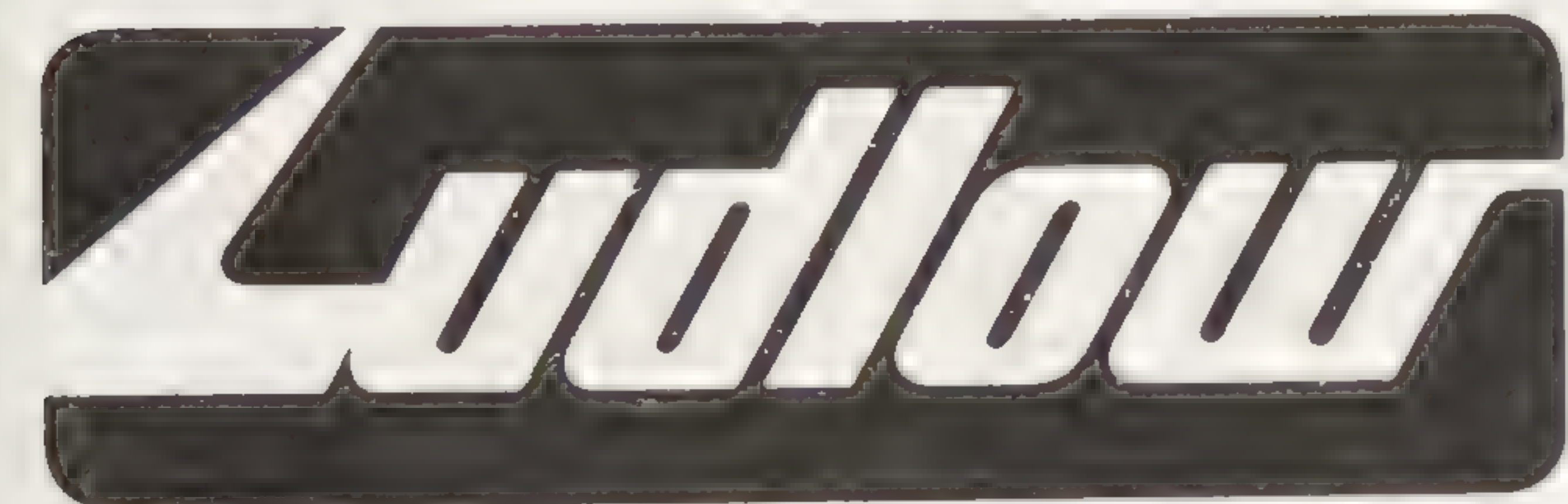
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280



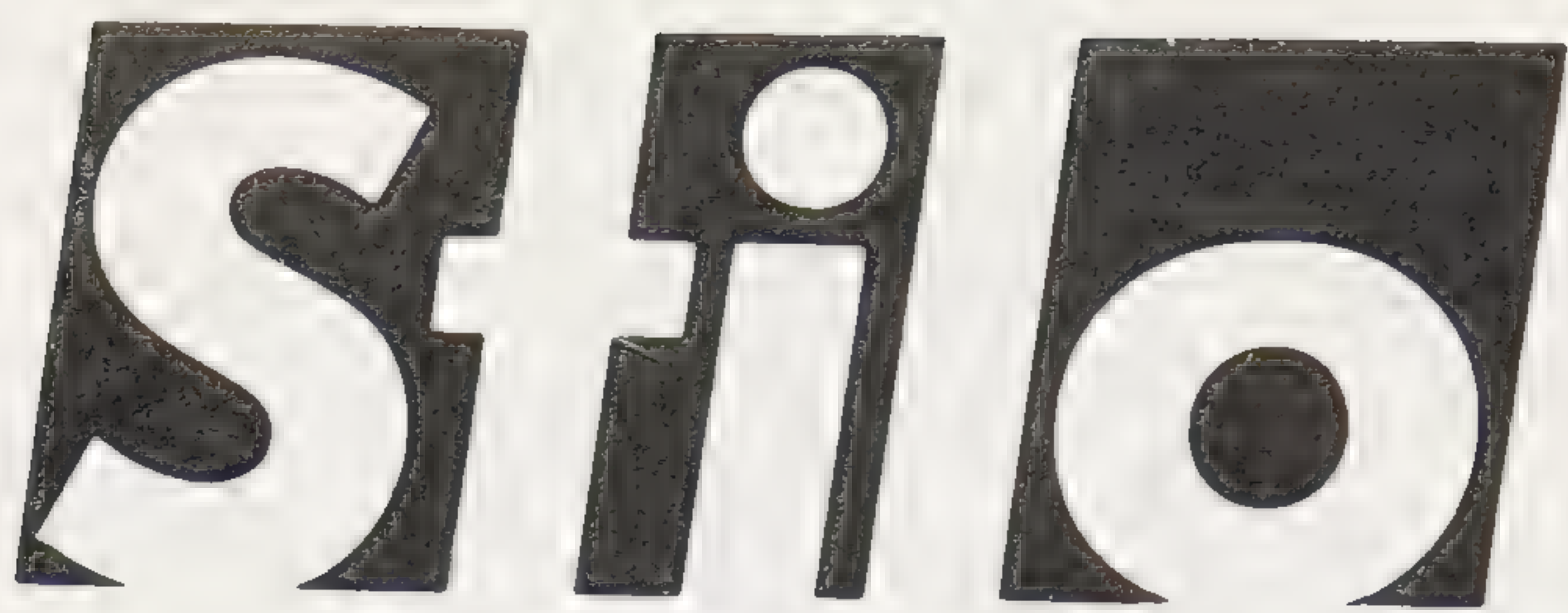
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282



283



284



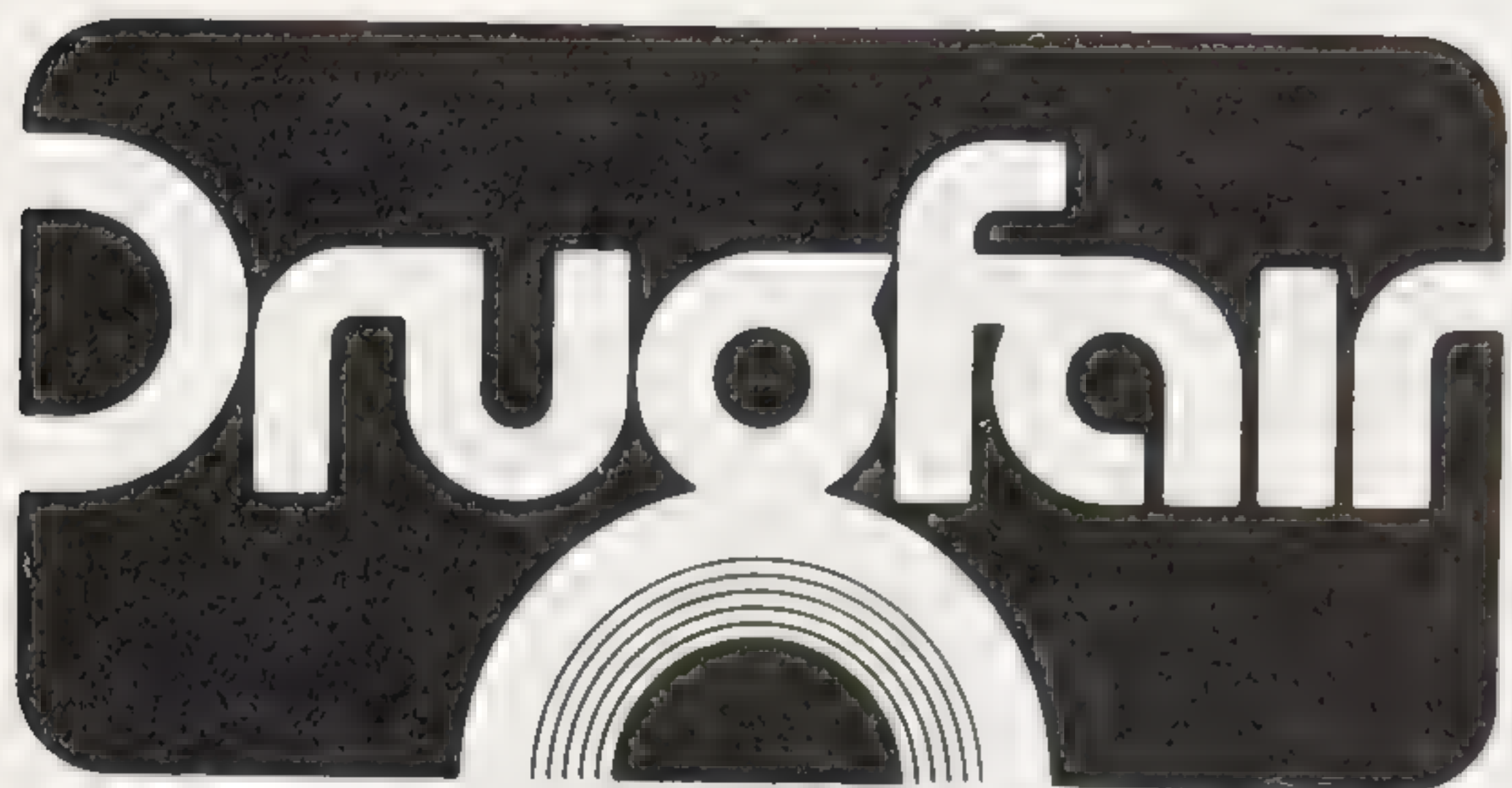
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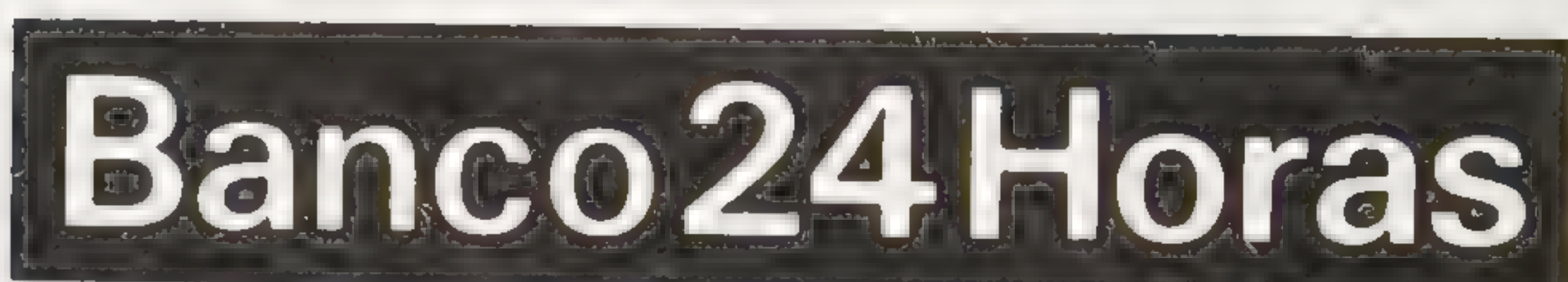
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290



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293



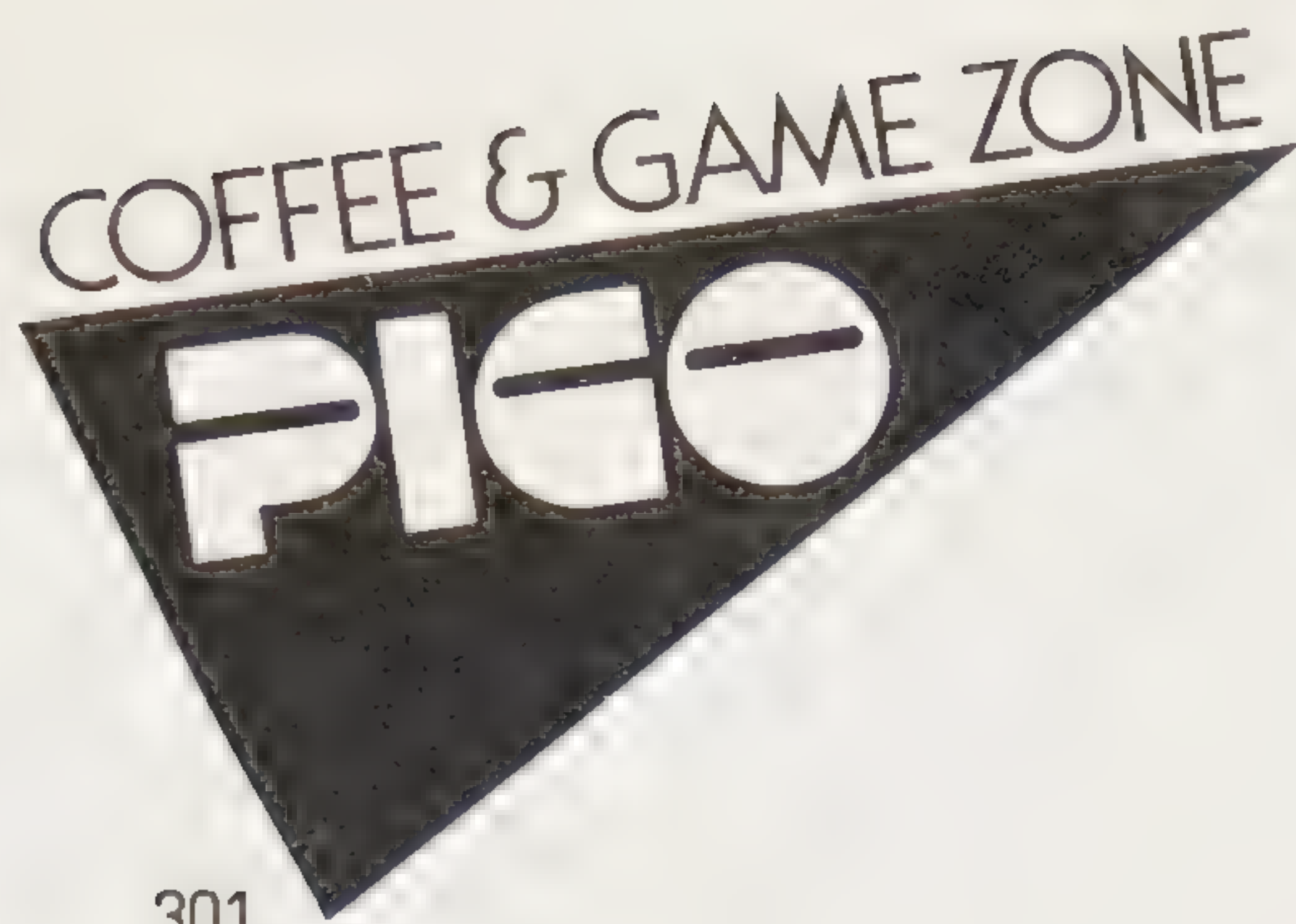
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294



295



301



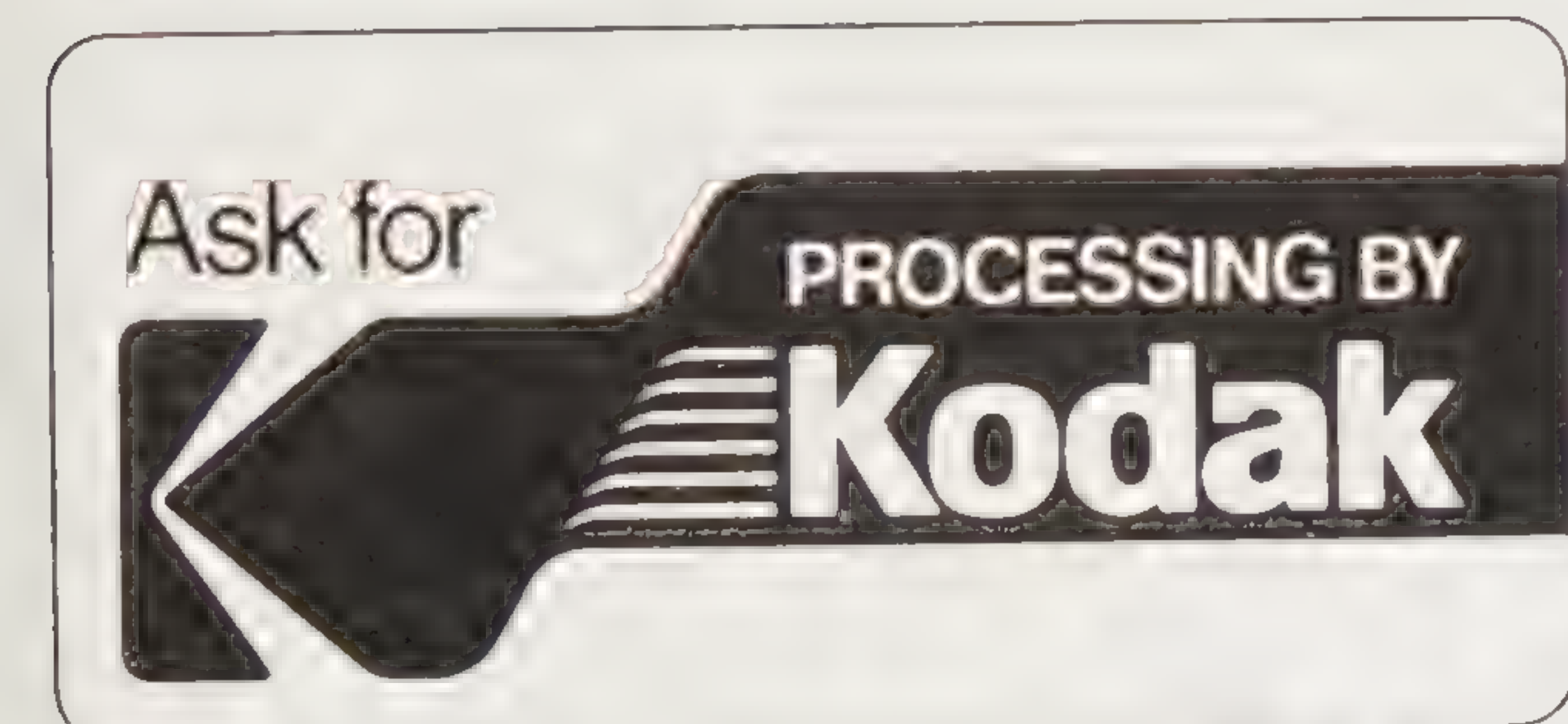
296



297



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300



302



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306



Why don't you drop by for a swim. ●Creative Pool ●03-402-3883・Jingumae, Tokyo.

311



312



307



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308



314

JANE BUTEL'S



319



317



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318



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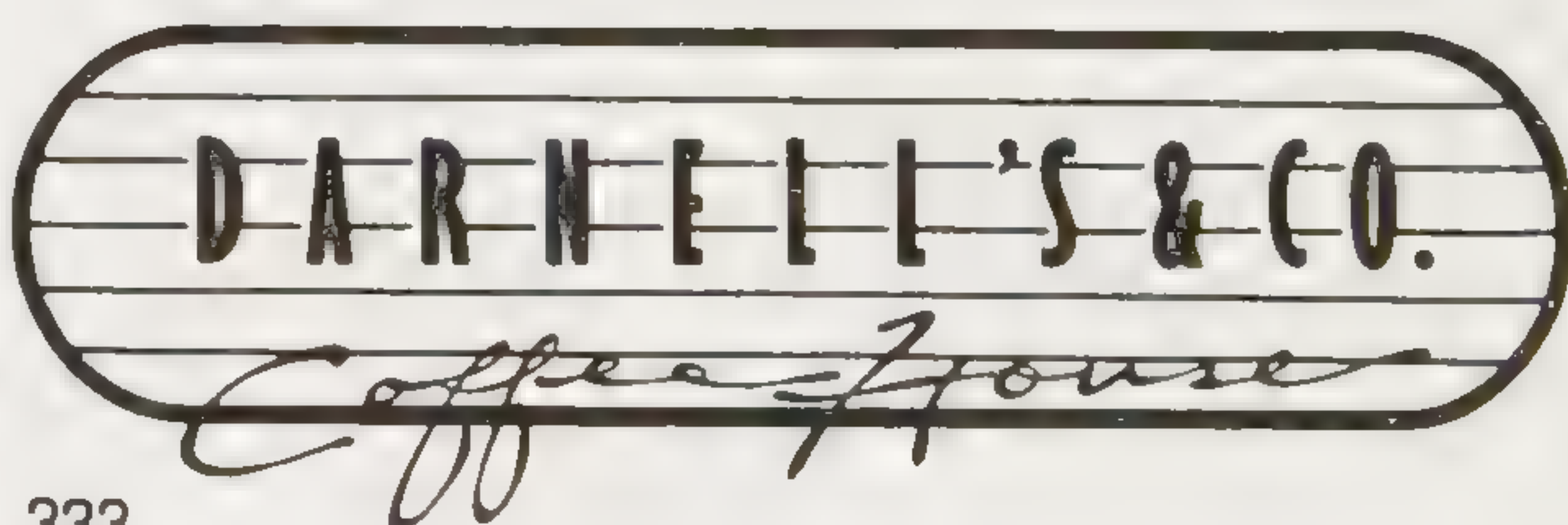
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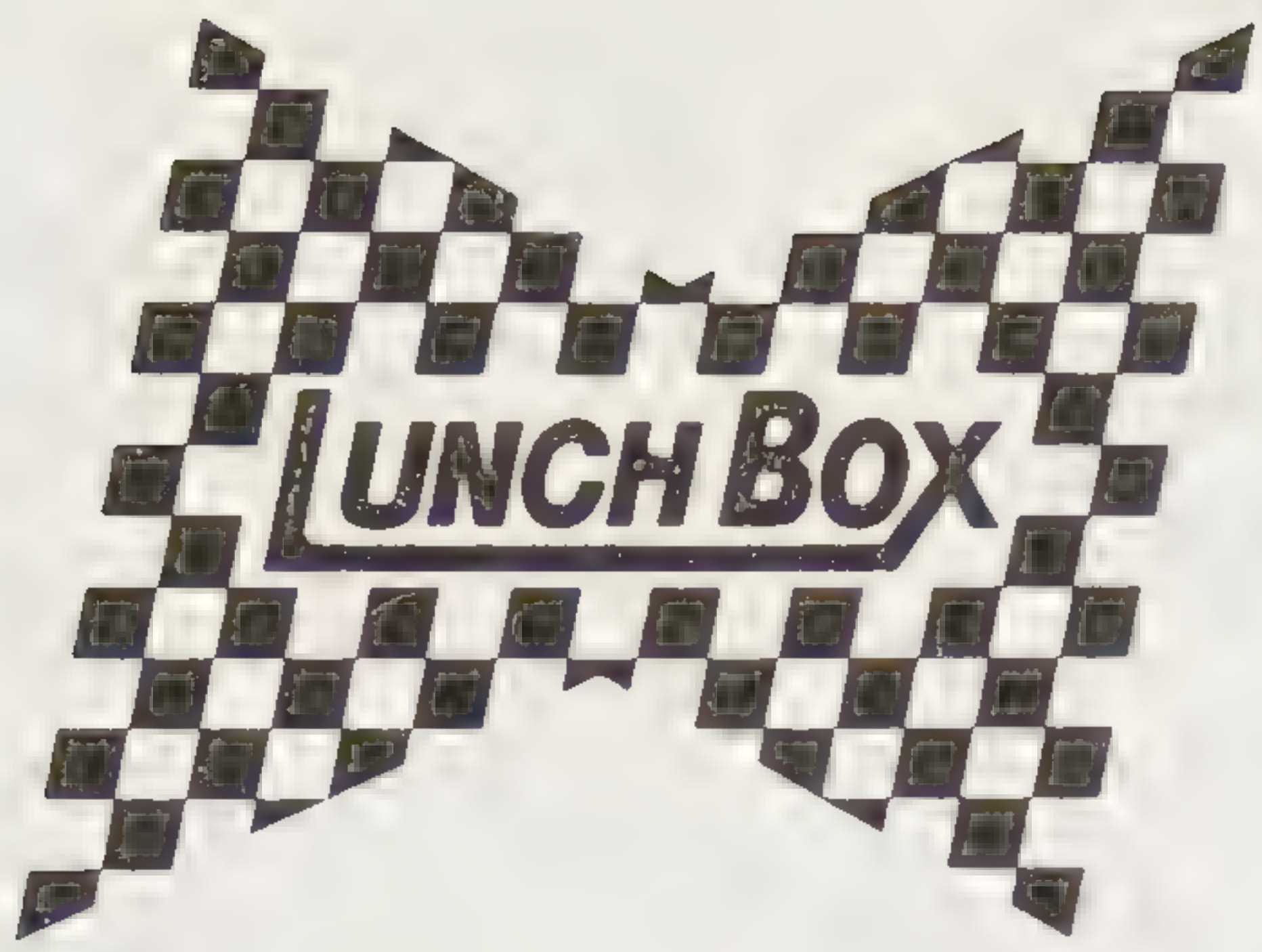
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332



333



334



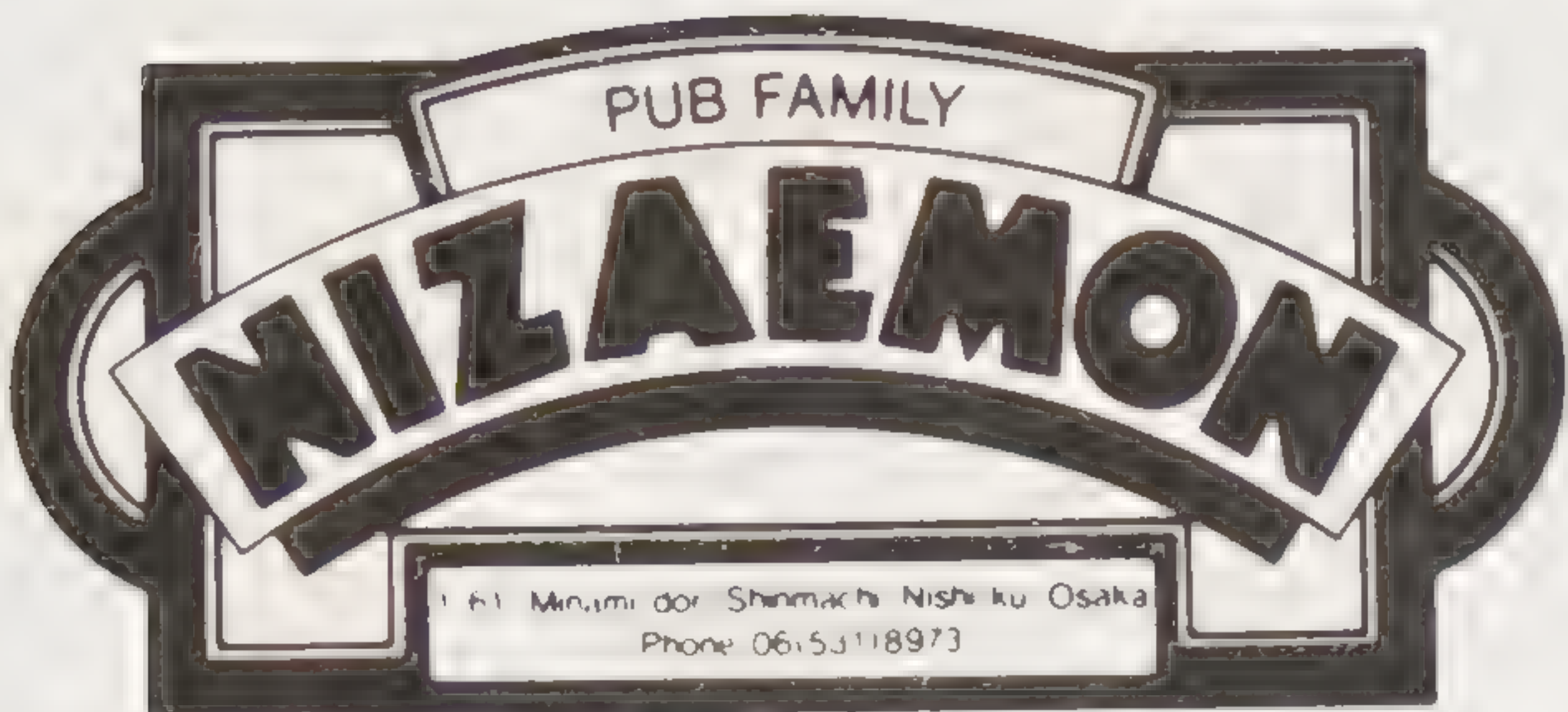
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340



335



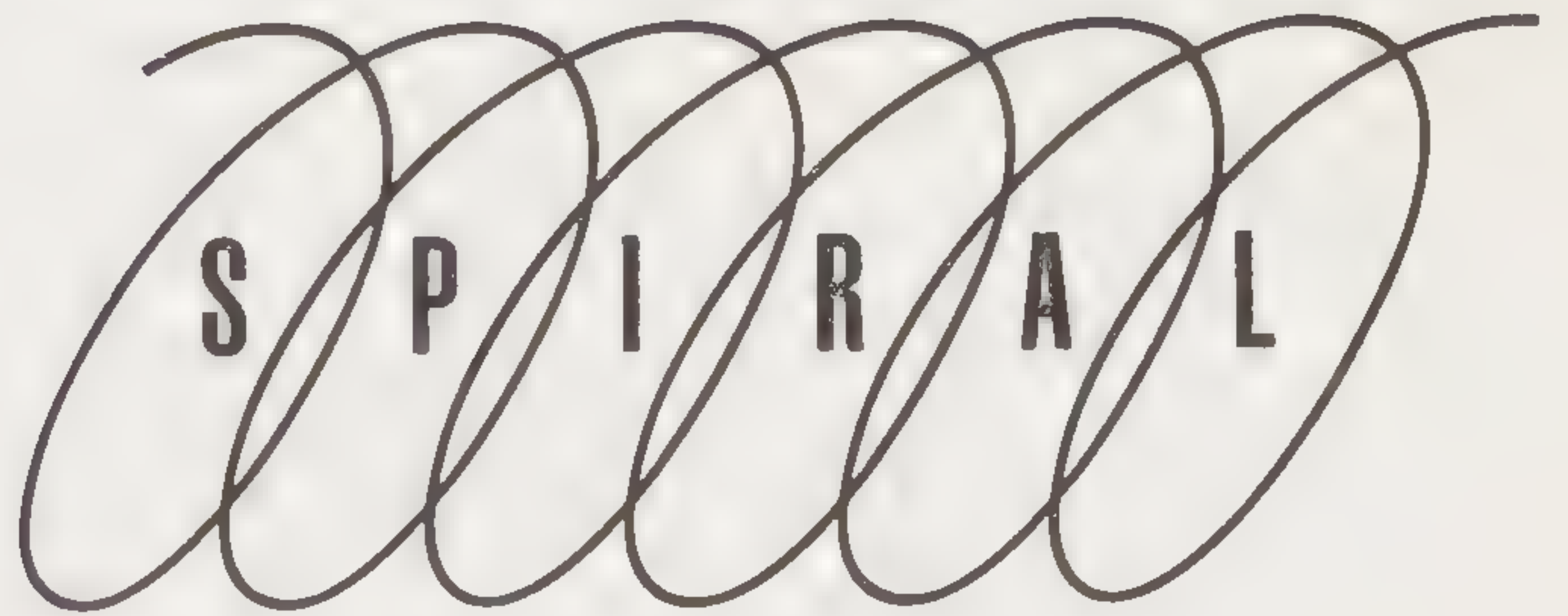
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341



337



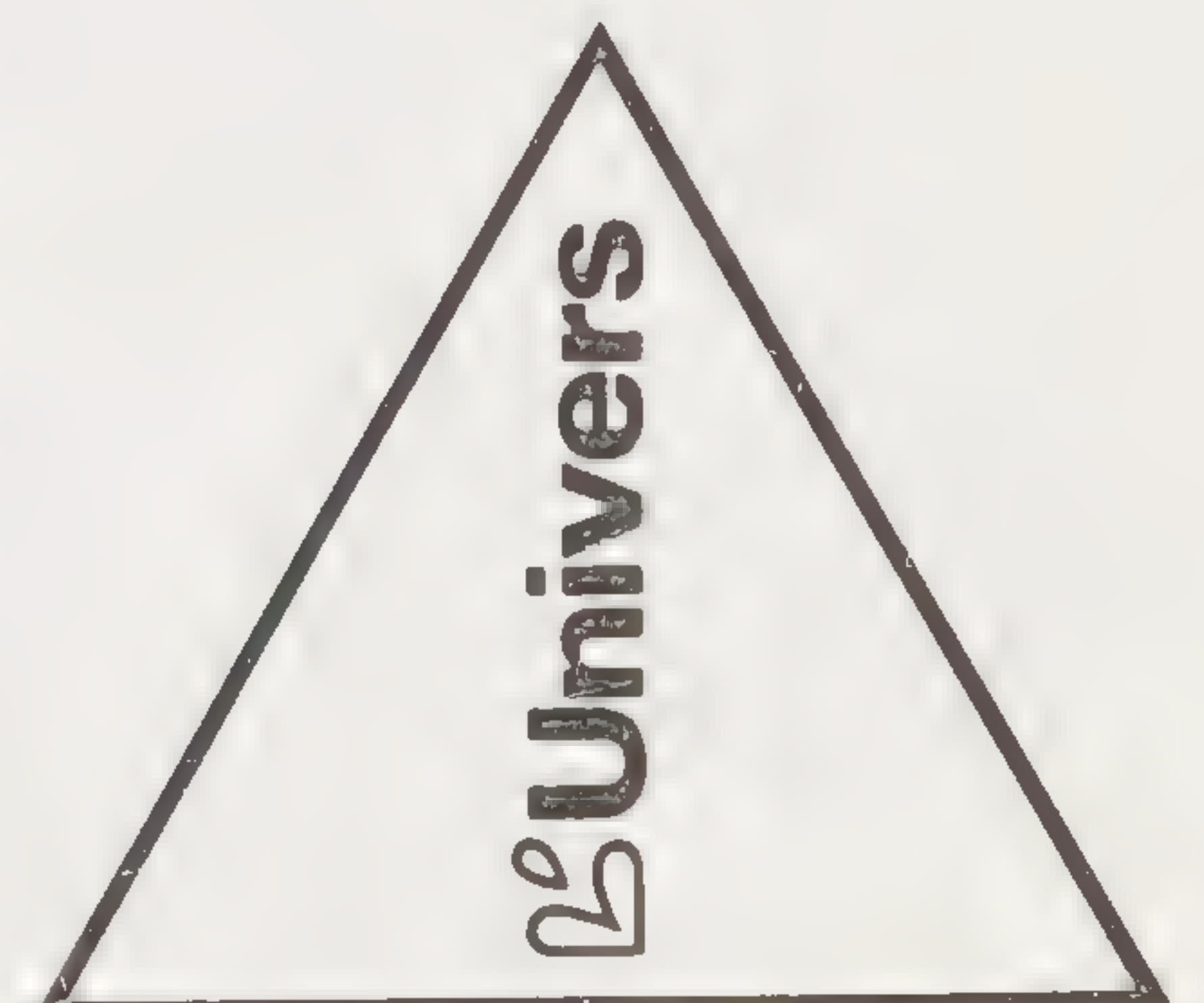
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338



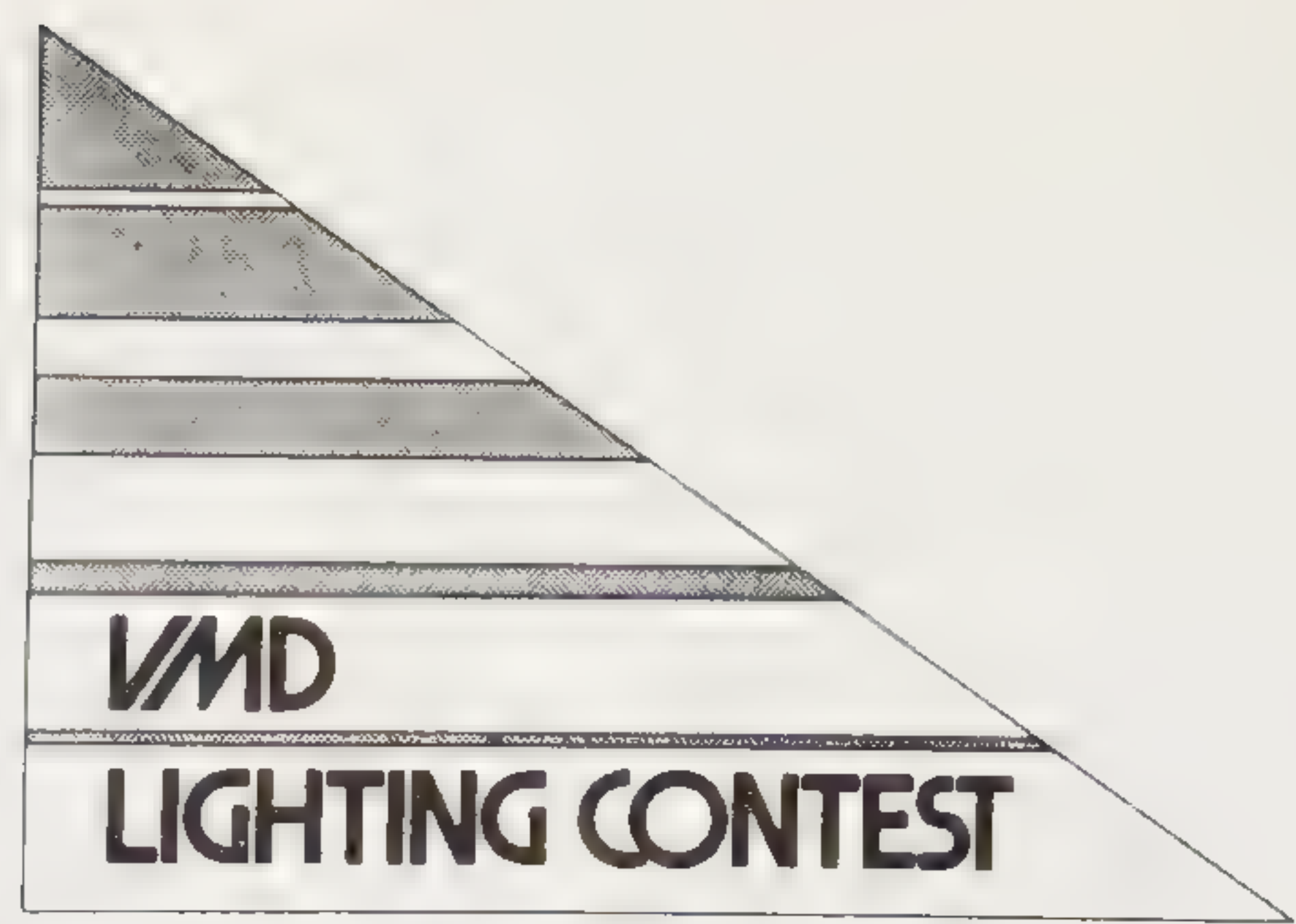
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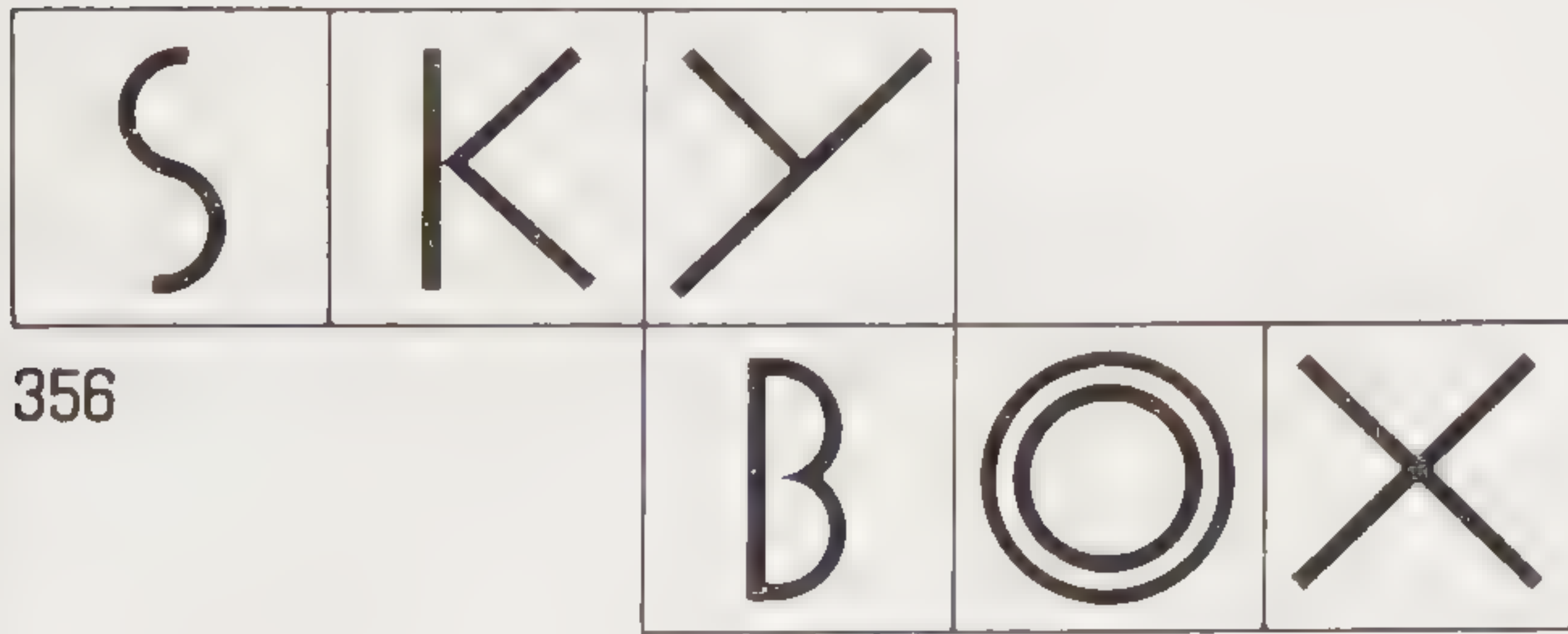
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354



355



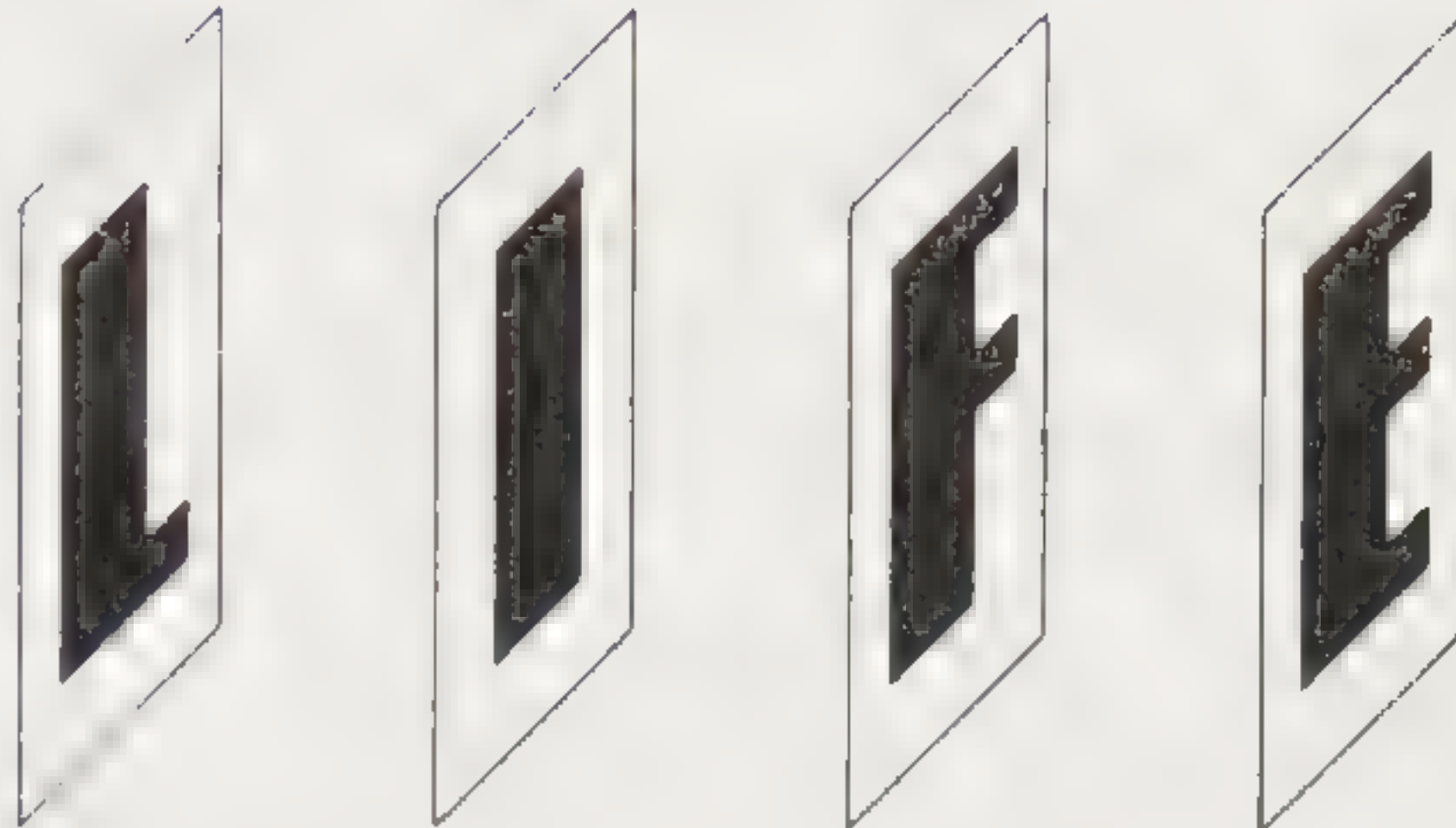
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DESIGN OFFICE



357

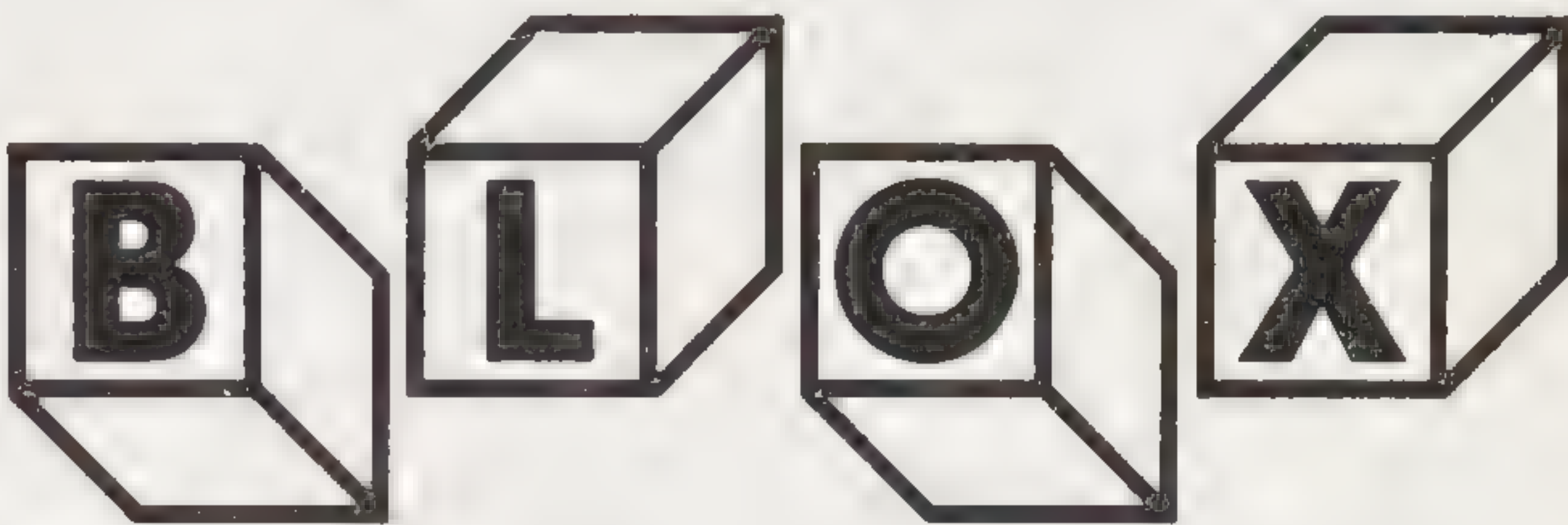


S · T · U · D · I · O

358



359



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361



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365



367



366



368

SEQUENCE

369

LUNCH BOX

370

LANDSAT

SONY VHF/UHF INDOOR ANTENNA

371

DownLights

372

Agropol

373

MPRE

374

ÖKO  TEST

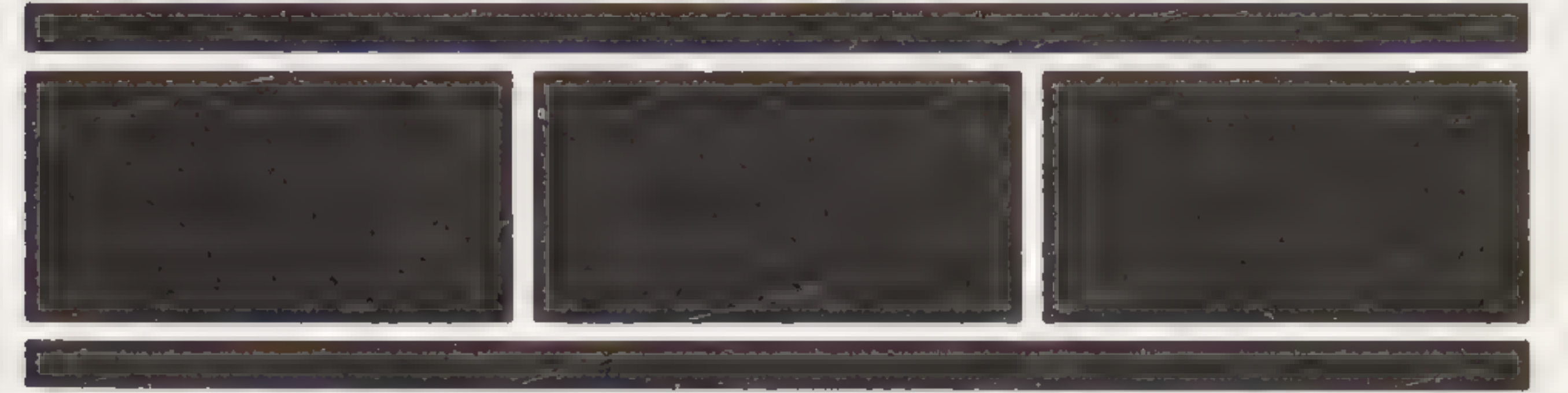
M A G A Z I N E

375

mediator

376

isomura



377

JILBA
RACING

378

TABEC

379

IPANEMA

380

B&W

381

PETROBRAS

382

CORPORAÇÃO

BONFIGLIOLI

383

visual SIGN

384

NEW DANDY

385

faelba

386

CPFL

387

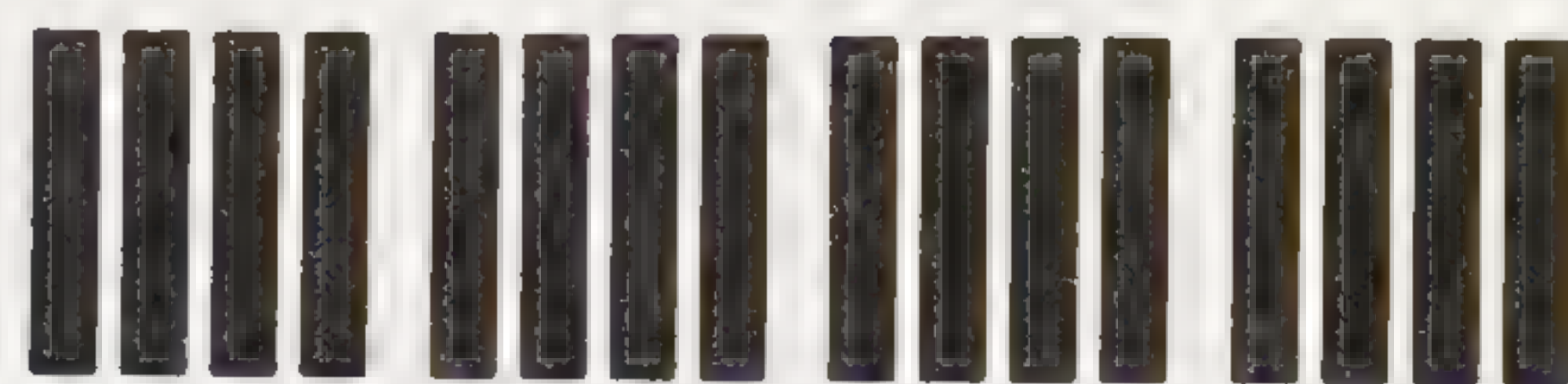
baneśpa

388



389

Schahin Cury



Morlan

390

**SONNEN
HERZOG**

391



**TOKYO
SEIMITSU**

392

BLEND

393

Megat

394

LONDON
MULTIPLIC

395

CELETRA

396

hem
way

397

KODIA

398

Schierling

399

Schaeffer
Scovill

400

ELGE

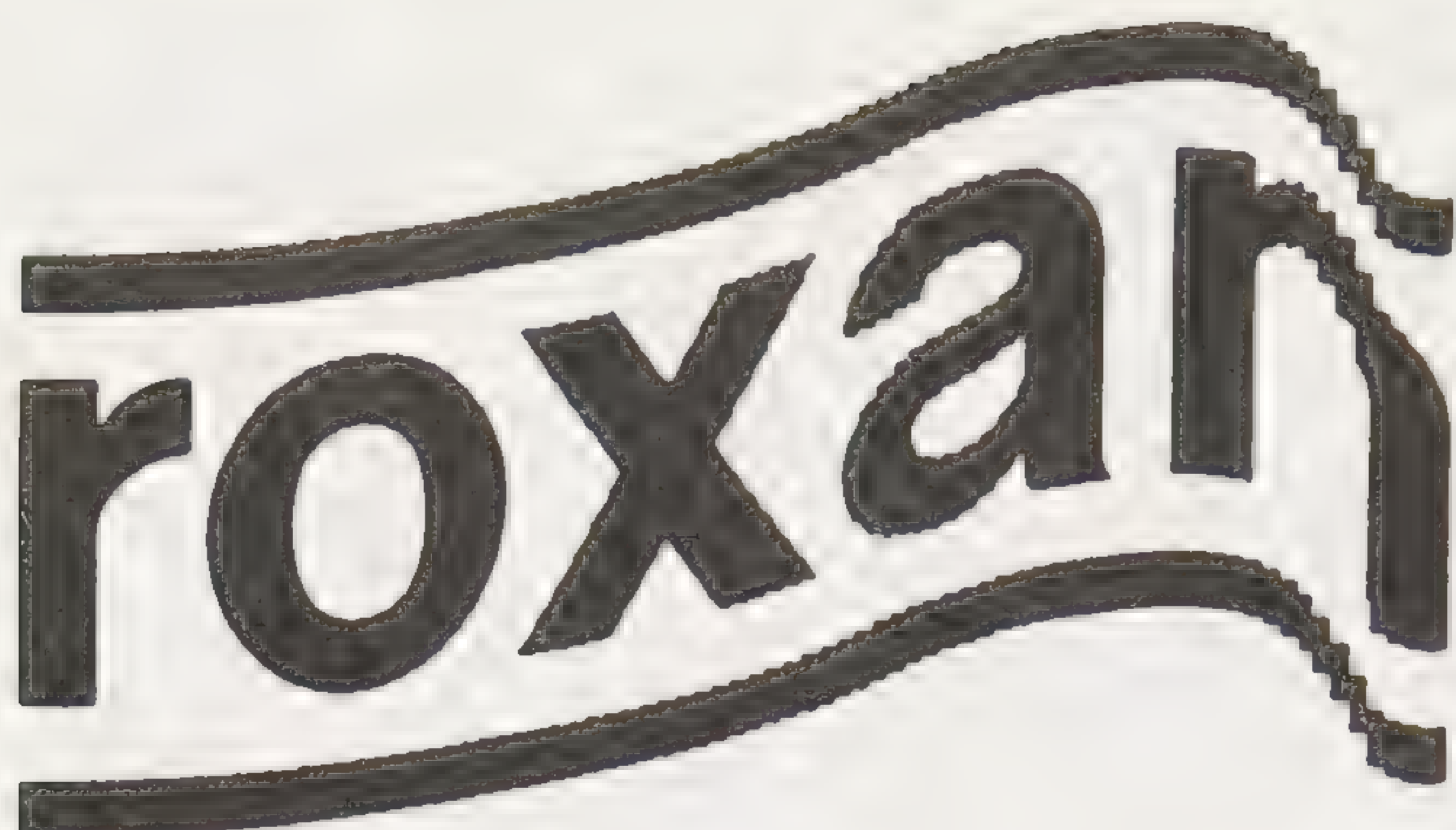
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BELIVING

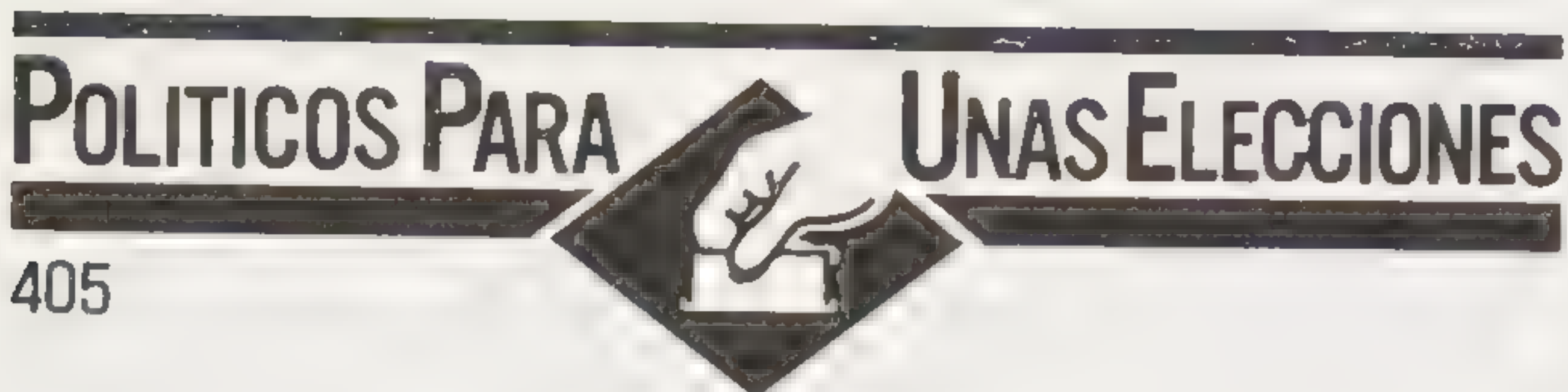
402

CHARLOTTE'S

403



404



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406



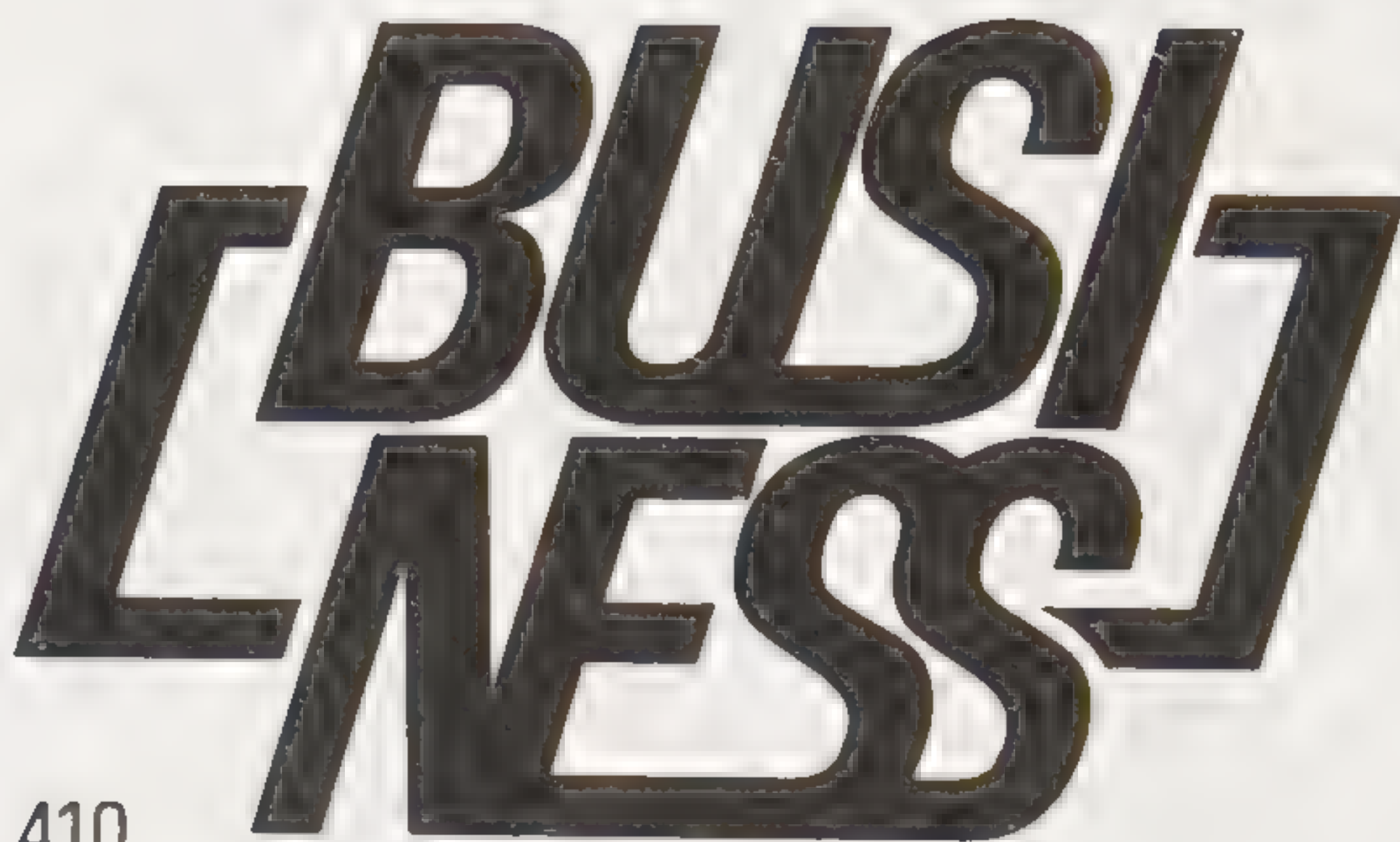
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408



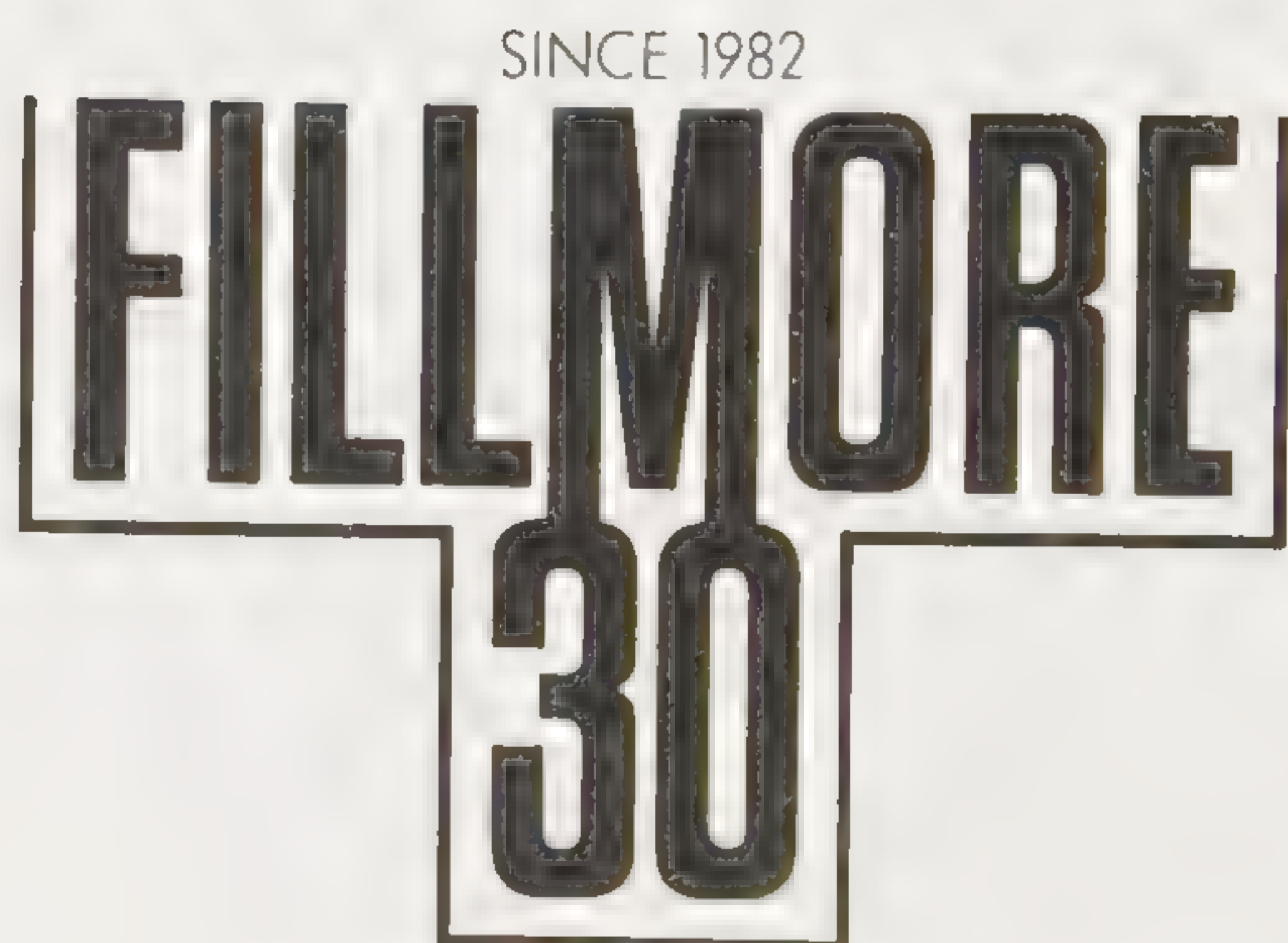
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410



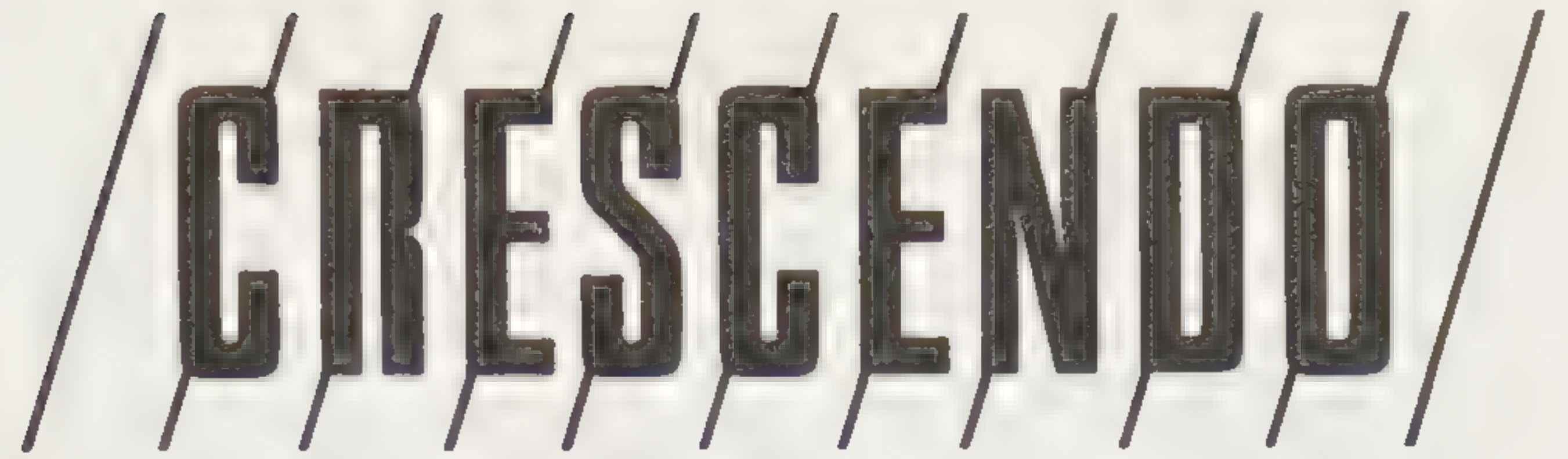
411



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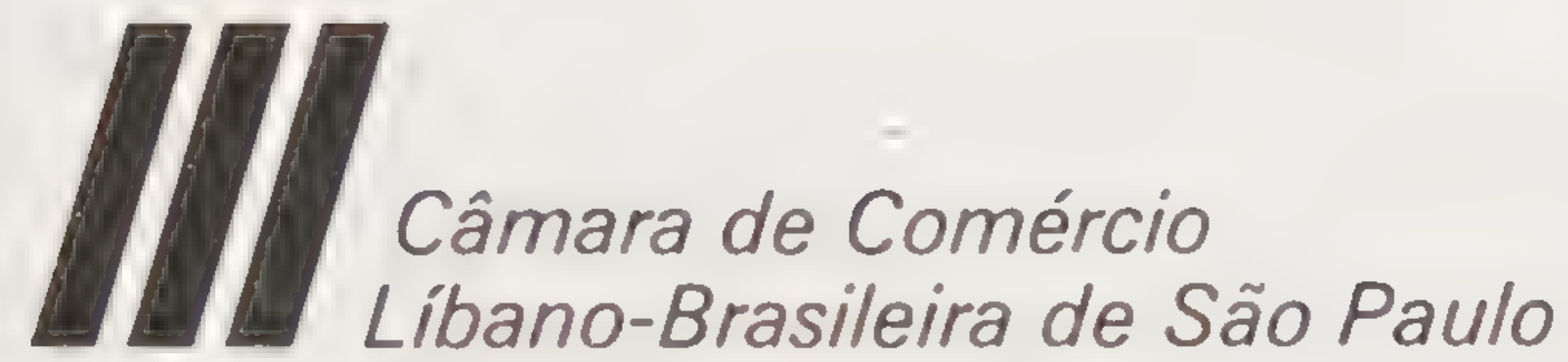
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414



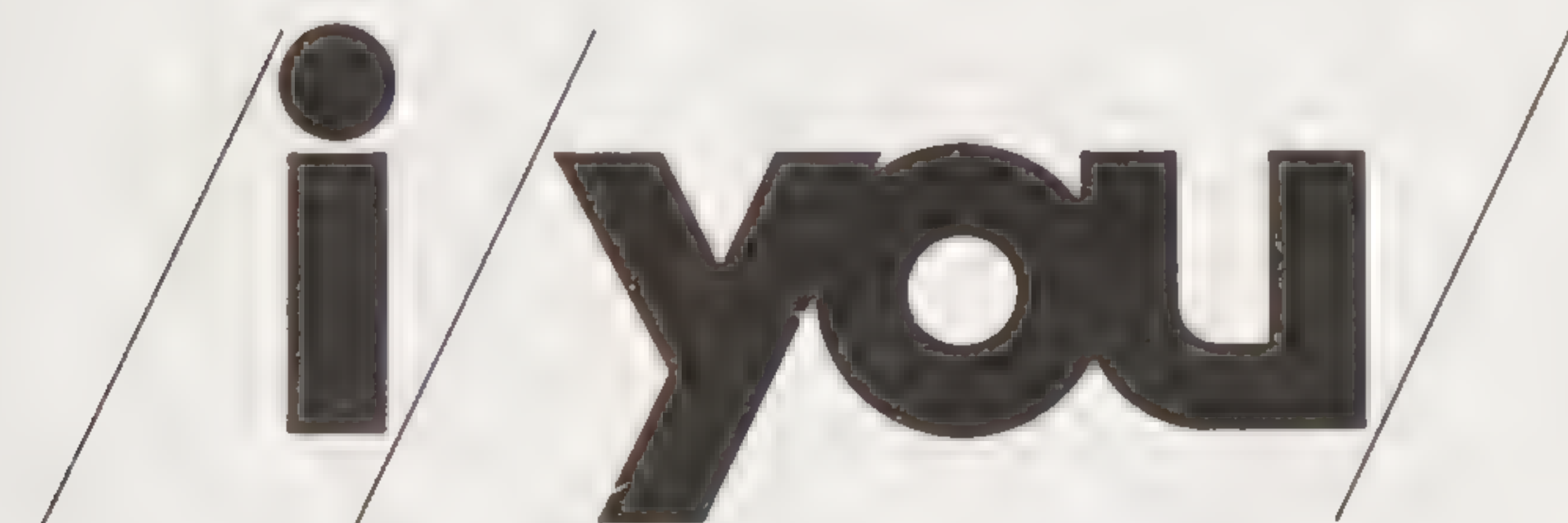
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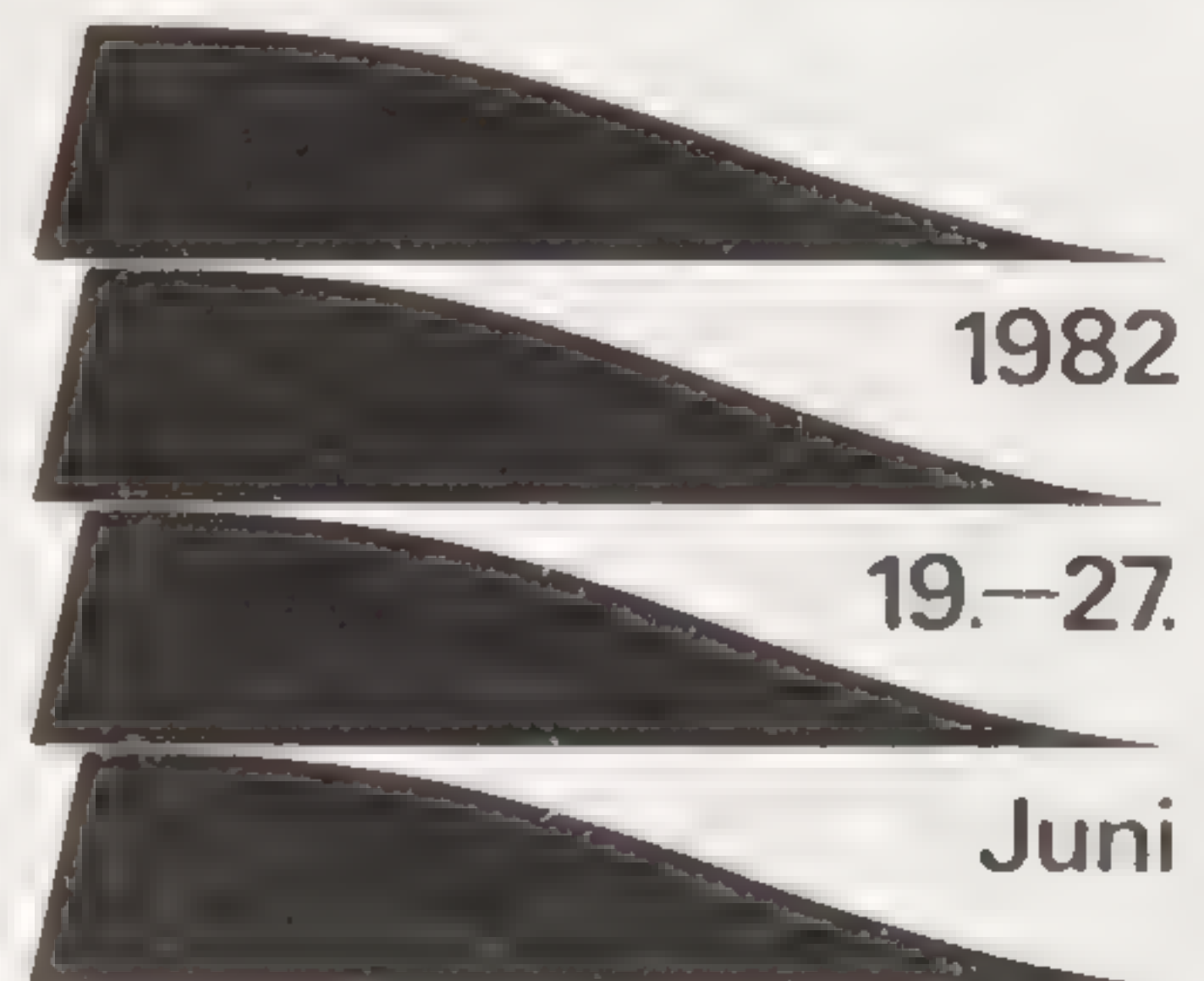


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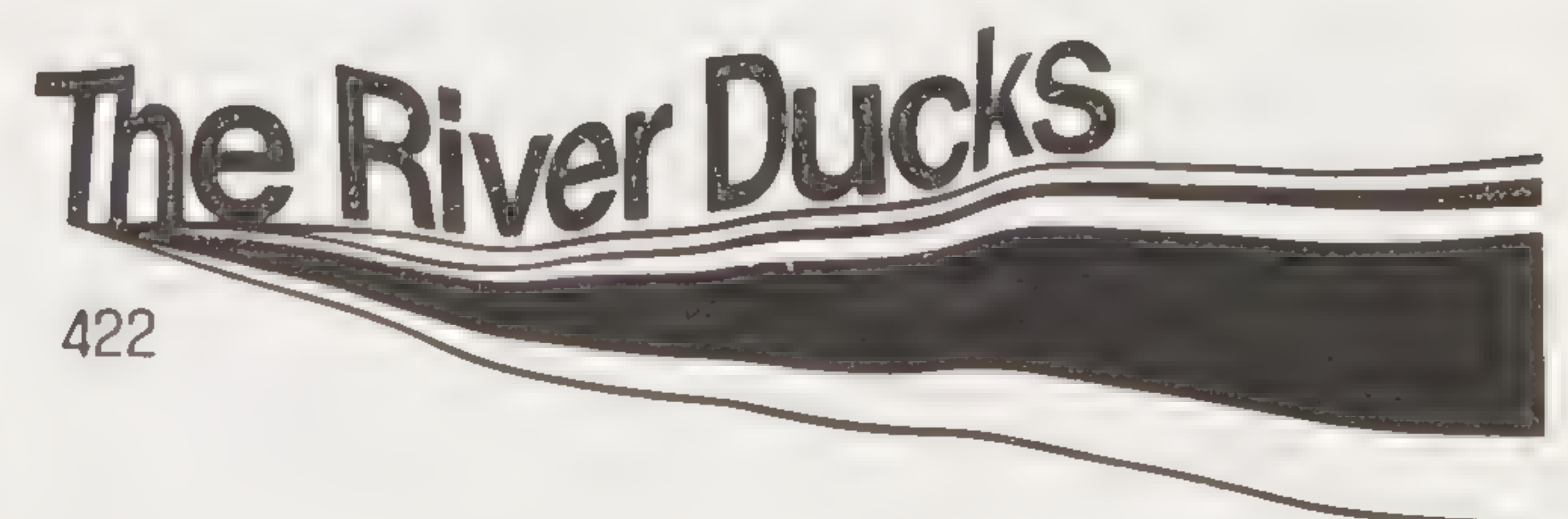
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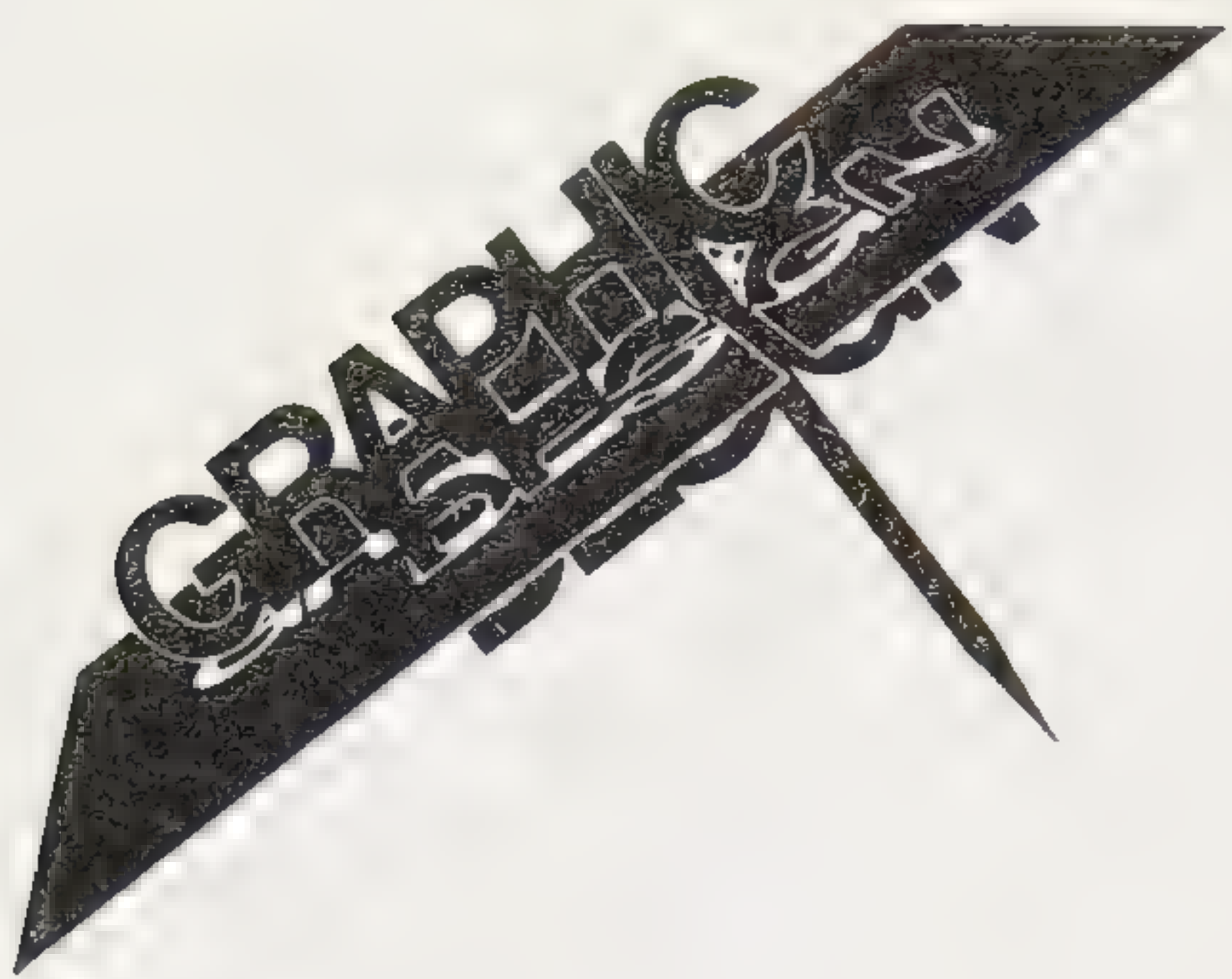
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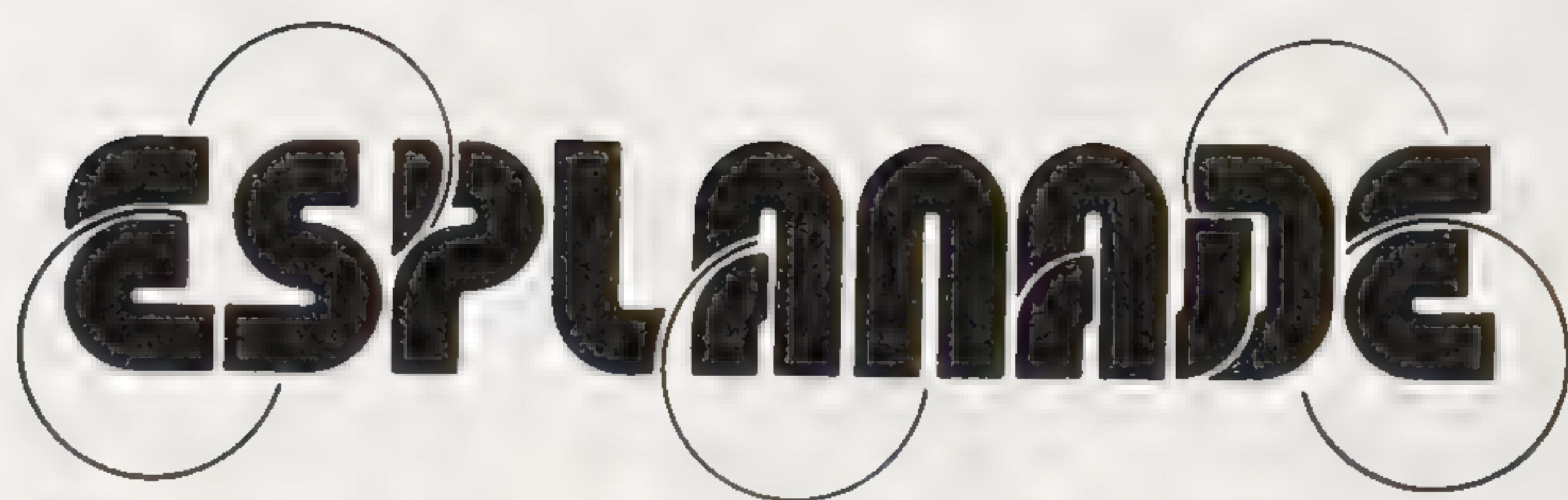
423



429



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428



431

Yokohama
RAGTIME

432

PIZZA PIAZZA

433

MAGRES
CERAMICA

434

TEKNION

438

TANY

435

KERYON

439

NEWS

436

zirkag

440

LANNINI

437

move

441

ROSA

442

calpam

448

Rhonal

443

GP

449

baubaus

444

metarc

445

Pro

450

G&L

446

verde

451

COIT

447

hoge

452

CYRA

453

TIJUANA

459

The STAR

454

NONO

460

KUNZ.

455

RAM

461

SIKI & SIKI

456

GLOBAL LINK

INTERNATIONAL BUSINESS LIAISON

462

TURBO

457

SINTEMEX

458

GALLA

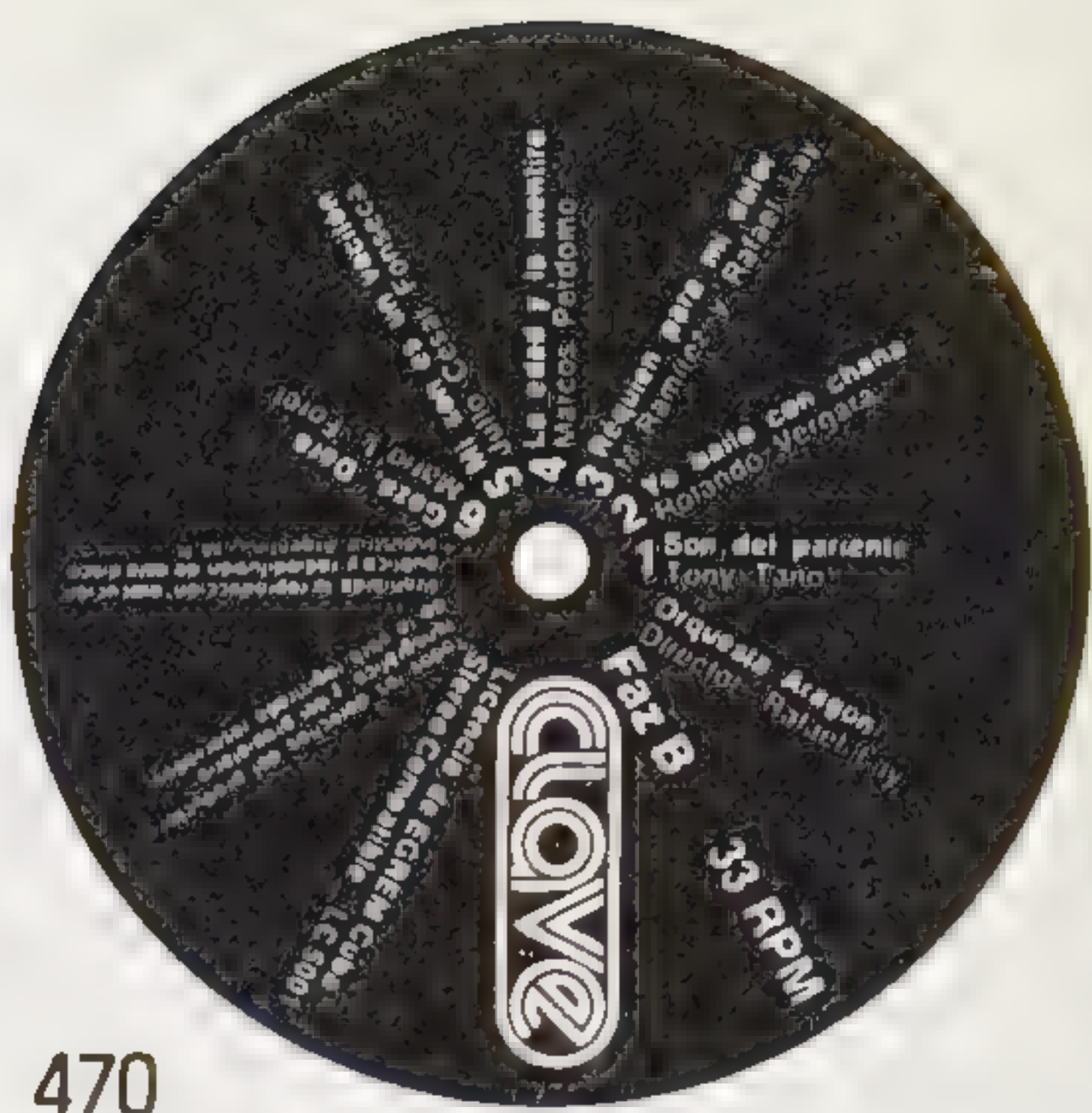
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TWIN21

464



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470

BAMBOO

465



466

libelle
positif

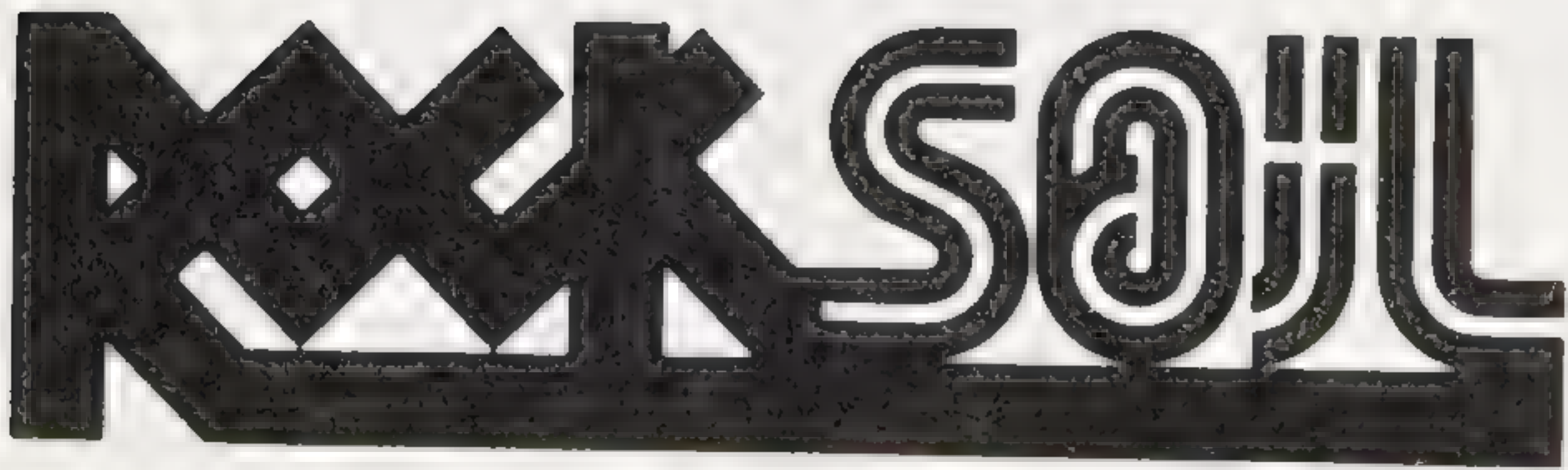
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467

MULTIVISION

472



468

ARONKASEI

473

Panpenty mihara

474



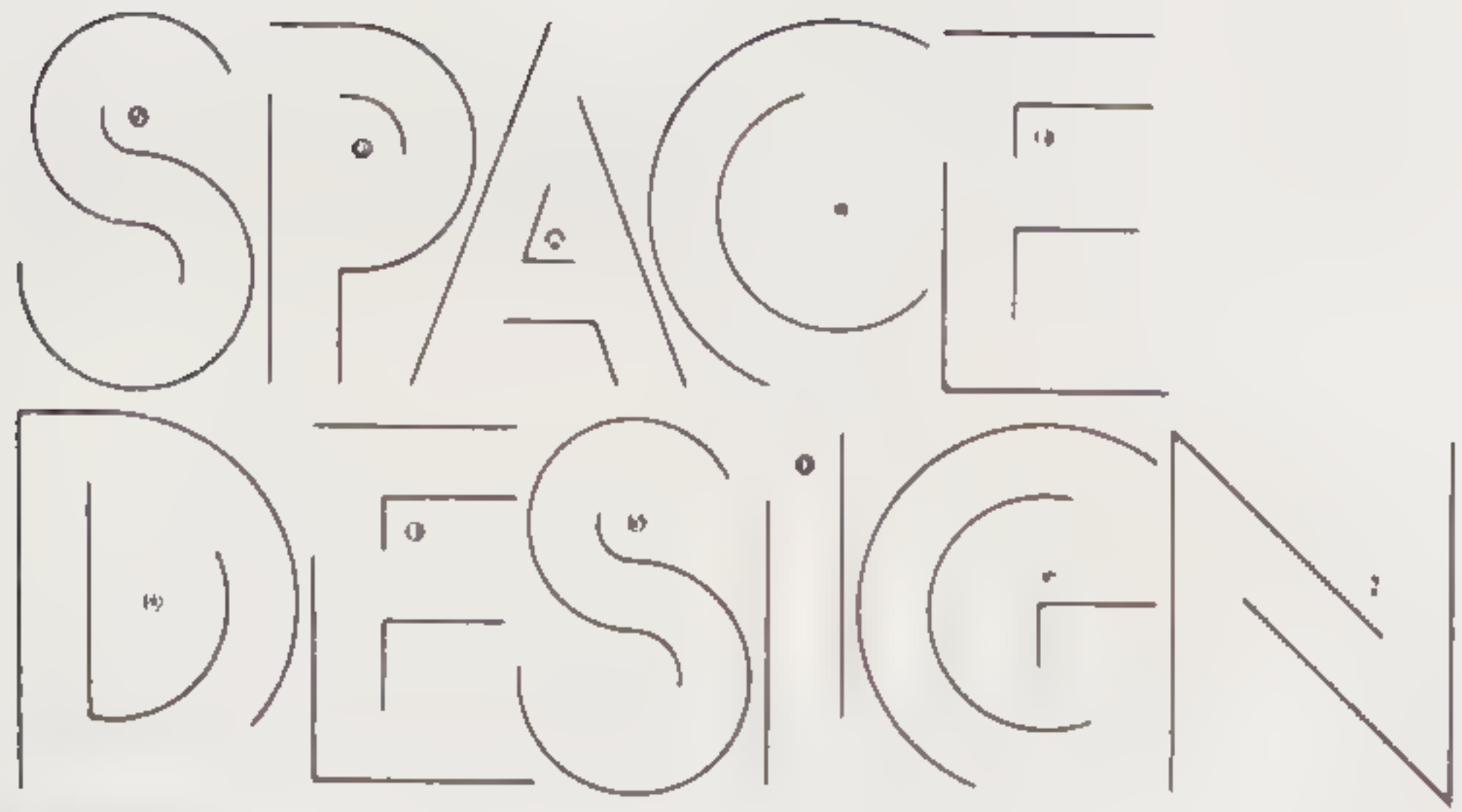
475



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482



478



483



484

ROLAND
COTTON

485

КОМИТЕТ
ЗА МЛАДЕЖТА
И СПОРТА

486

APPII

487

Avelco

488

JEWEL
SHINIA

489

ХУТЛАХ

490

LUCE

491

FUNDUS

492

НААСТИКА

493

STIC

494

495 appolo

499 MINERAL
SOUVENIR

496 LATINA

500 NUMERO
UNO

497 BEAUTY BRONZE
BB'S

501 ST2000

mode salon
502 MUSIQUE
モード・サロン・ミュージック

498 SICPA

503 KFI 640

ALANZA

504

TECATE

505

EPURON

509

LESSER

506

TEA LOUNGE
Chester

510

RGB

507

ecodeco

511

City Club

508

SOUND STUDIO · RESTAURANT & BAR

Ballantine's 2

512

agorà

513

mtp

514

BONNE
CHERE

515

TIVE
MAIL

516

EDELWEISS

517

Scala

518

QUP tone


519

GREEN

520

CASCATA

521

AFRICA
·RIO·

522

WEST SIDE

523

REDIGRAF s.r.l.

524

THE MESSAGE

525

ARCROMURKA

526

Cassette Library

527

divonne

528

tubofom

529

Type
face!
1

530

1000

531

STARSHIP

532

ALPEADRIA

533

RISO

534

プロジェクト
VIG

535

第1回
OSAKA
SANRITSU
VIP FAIR

536

★
MARSHALL

537

VILLIGER
Cycles

538

PROMON

539

MARUWA

540

セレクト
SELECTOR

541

ミニコム
MINICOM

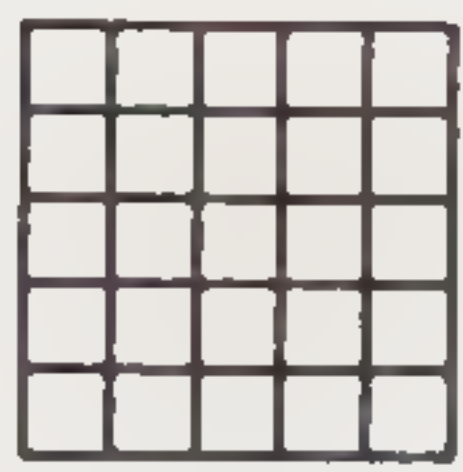
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SUPER
SHOCK 79

543

bradesco ☆☆☆

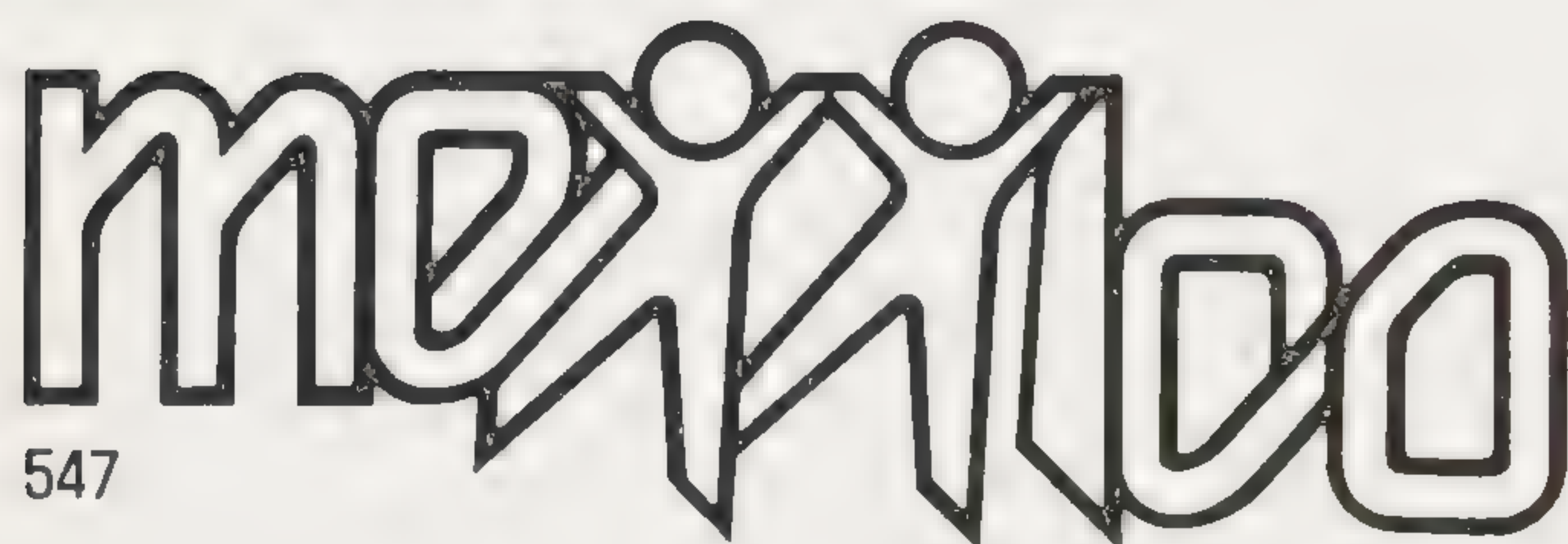
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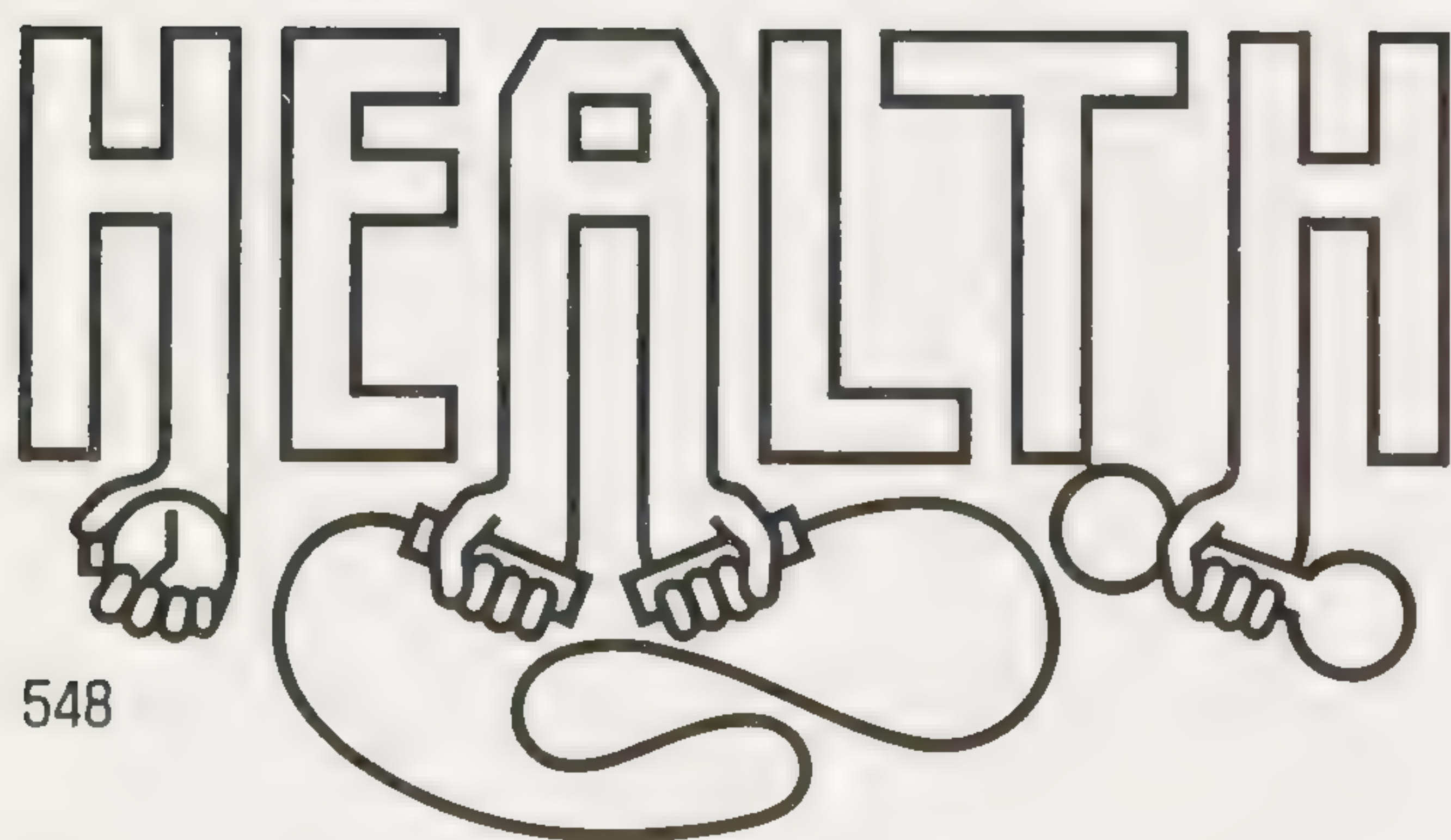
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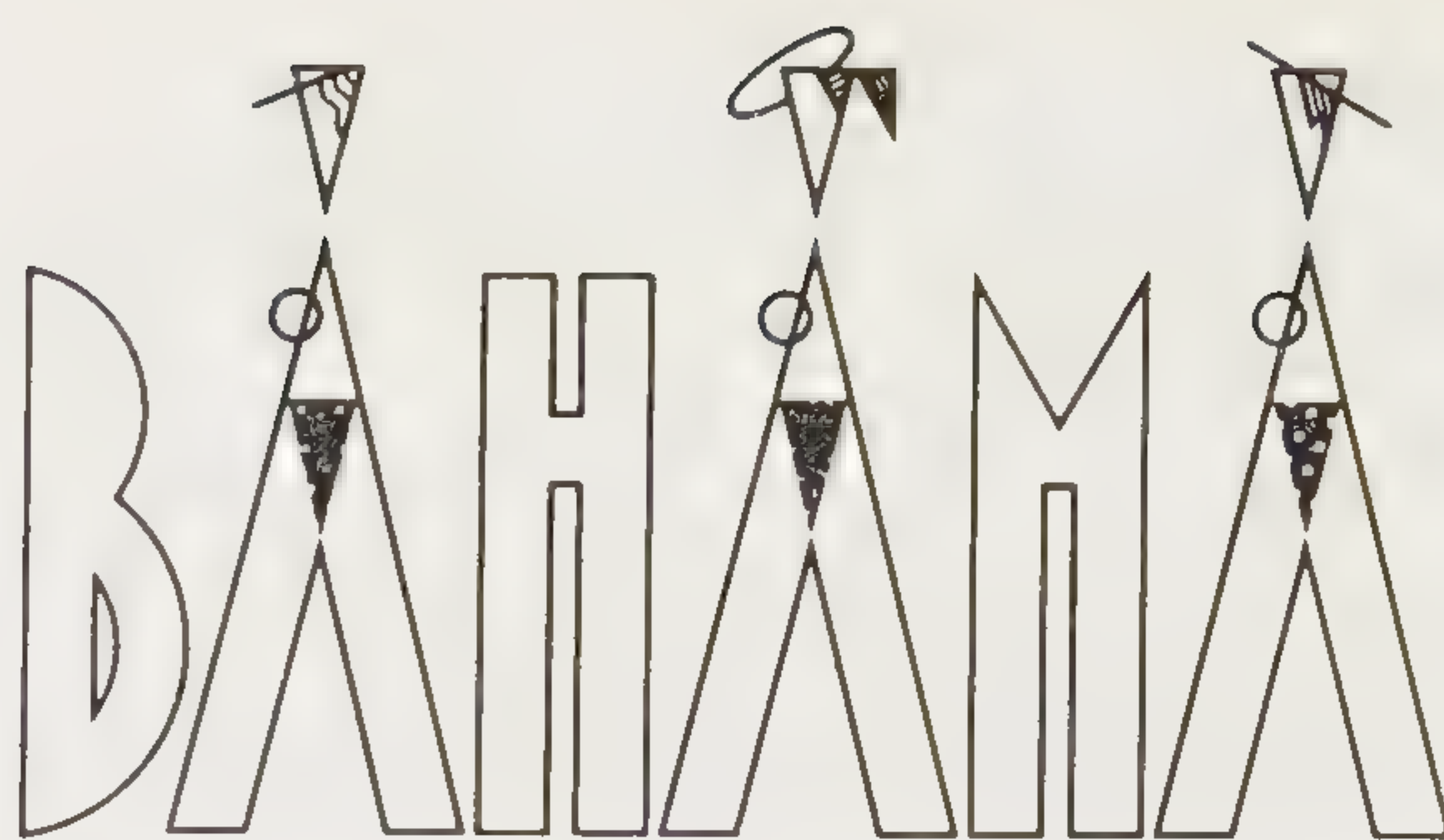
546



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551

Kizaki Design Laboratory



552

POLICE

553

গুণাবলি

558

STUB

554

SOFTARD

559

LOFT
JAZZ

555

HOT BOX

560

IMAGES

556

RESTAURANT
ROTA

561

ADAM

557

VOICE
STUDIO

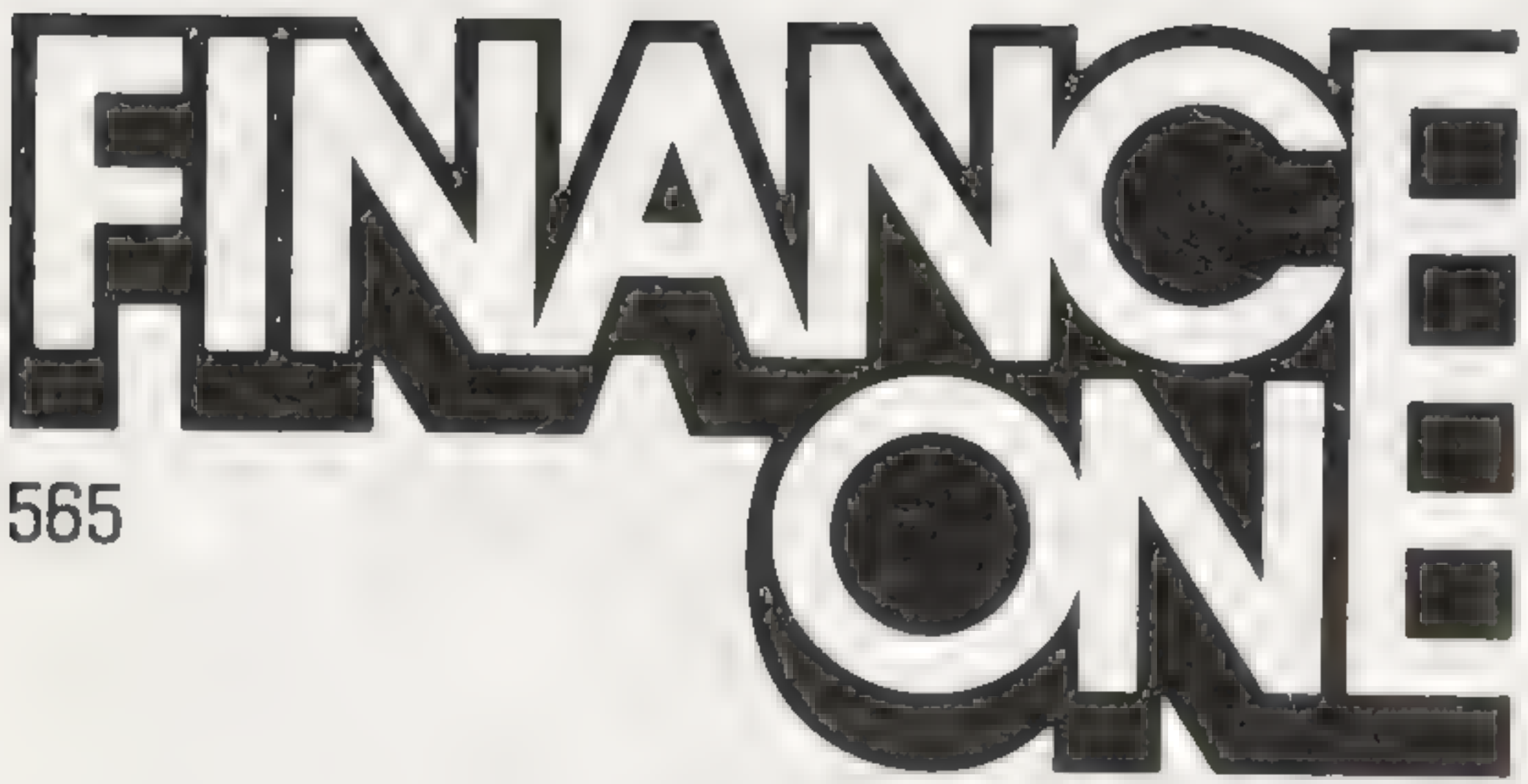
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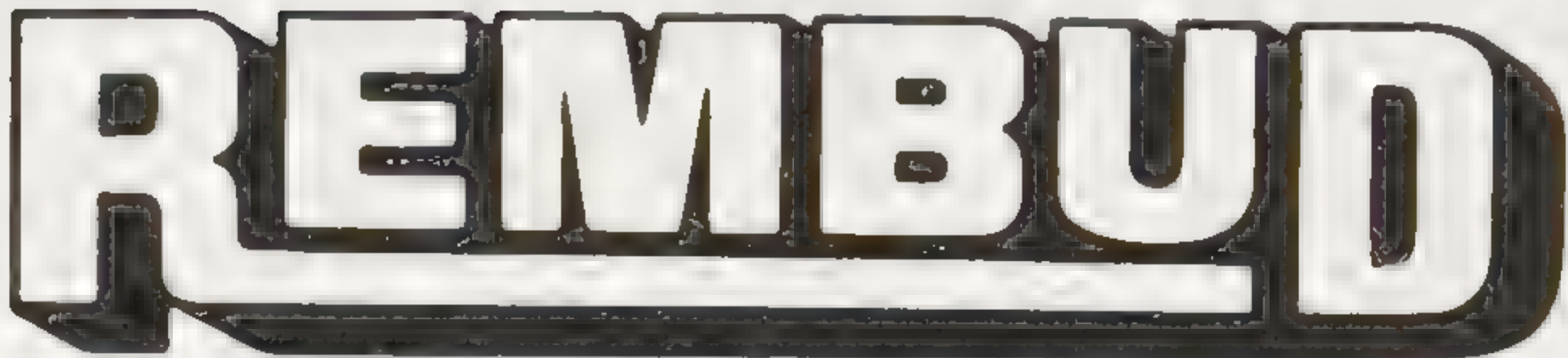
565



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570

BIG SUMMER GOLF

571

11 *Alive*
W P I X N E W Y O R K

572

Puppet

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Foxy
TROT

574

SWING
NORTH

575

SMALL
PLEASURES

576

Galley

577

Tracsa

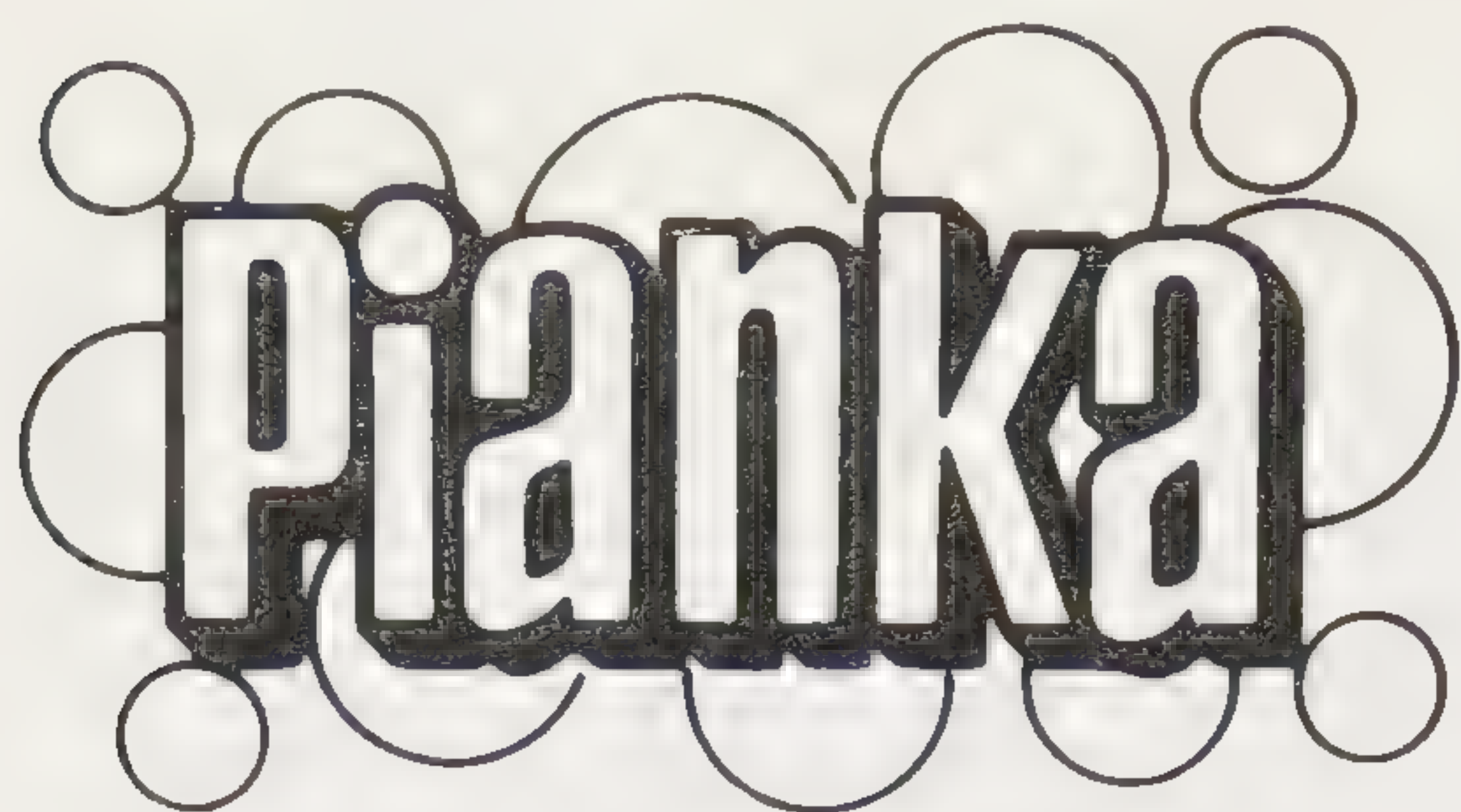
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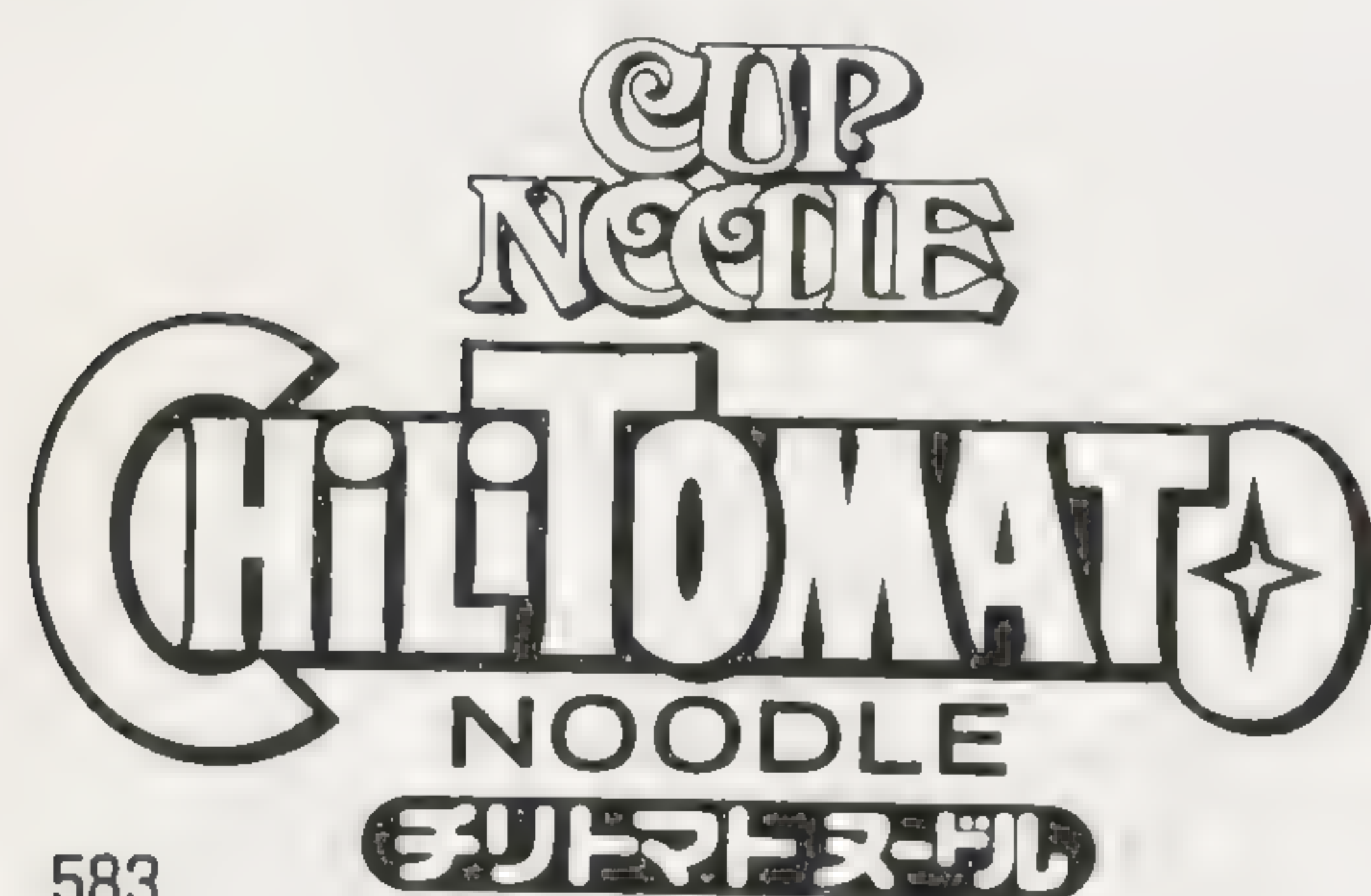
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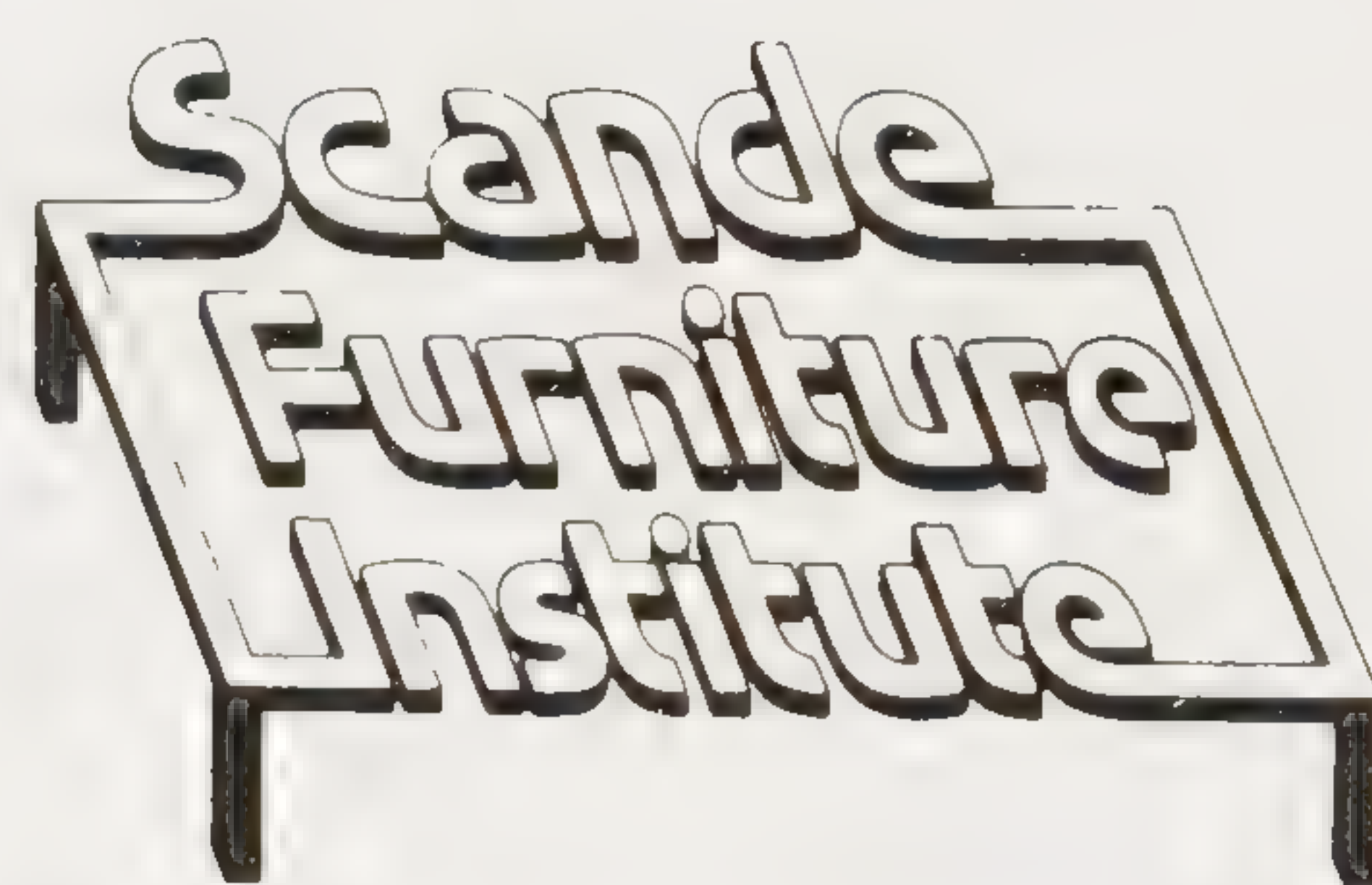
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586



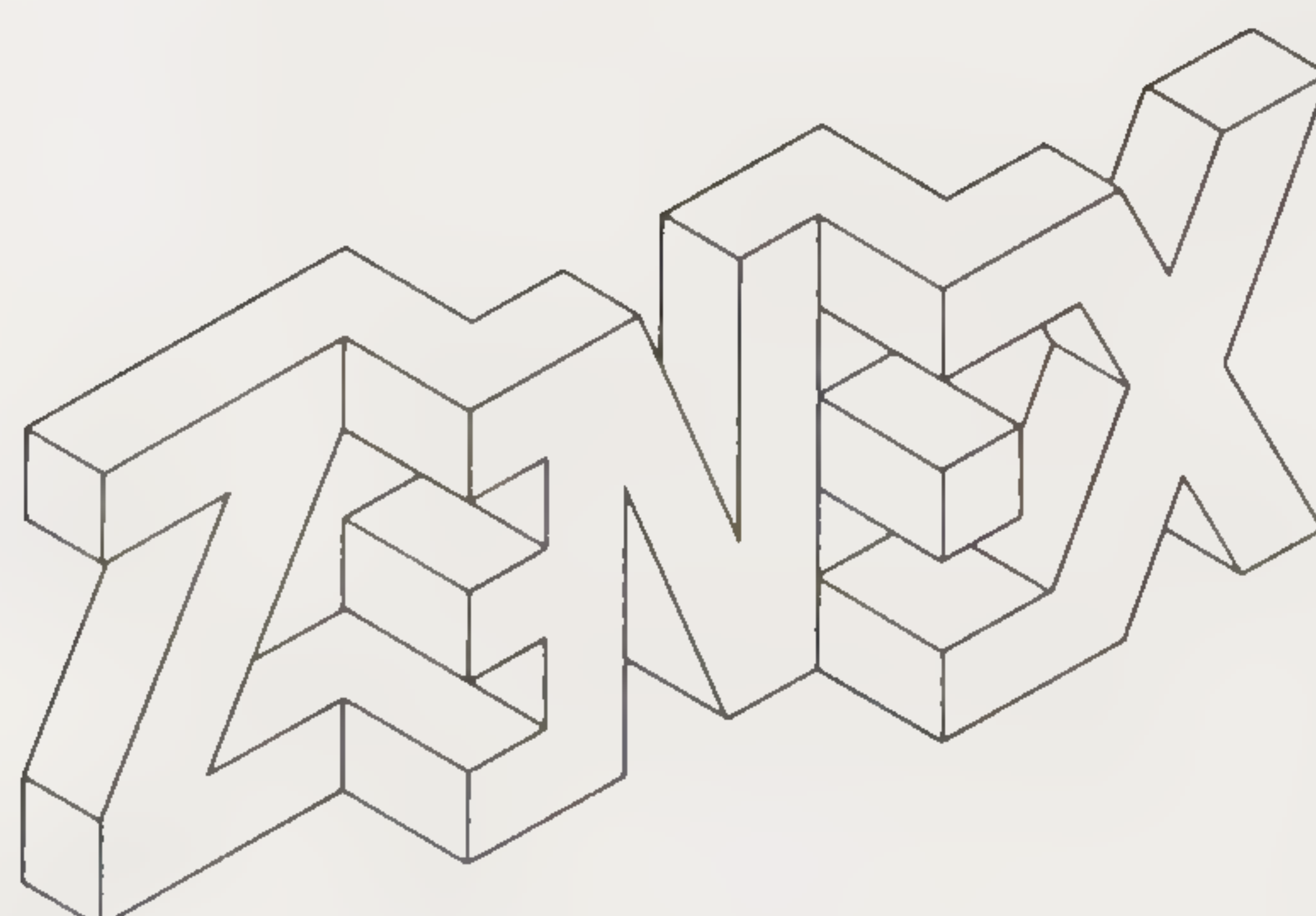
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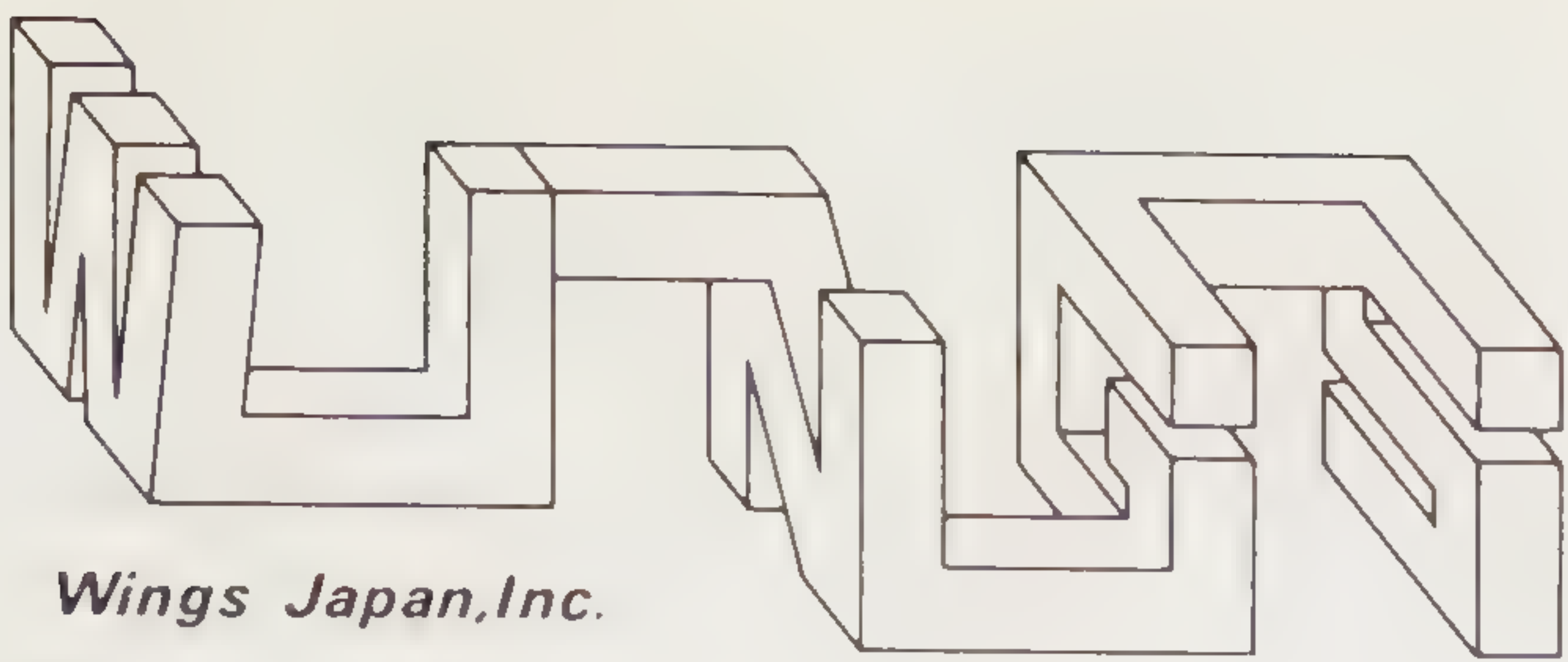
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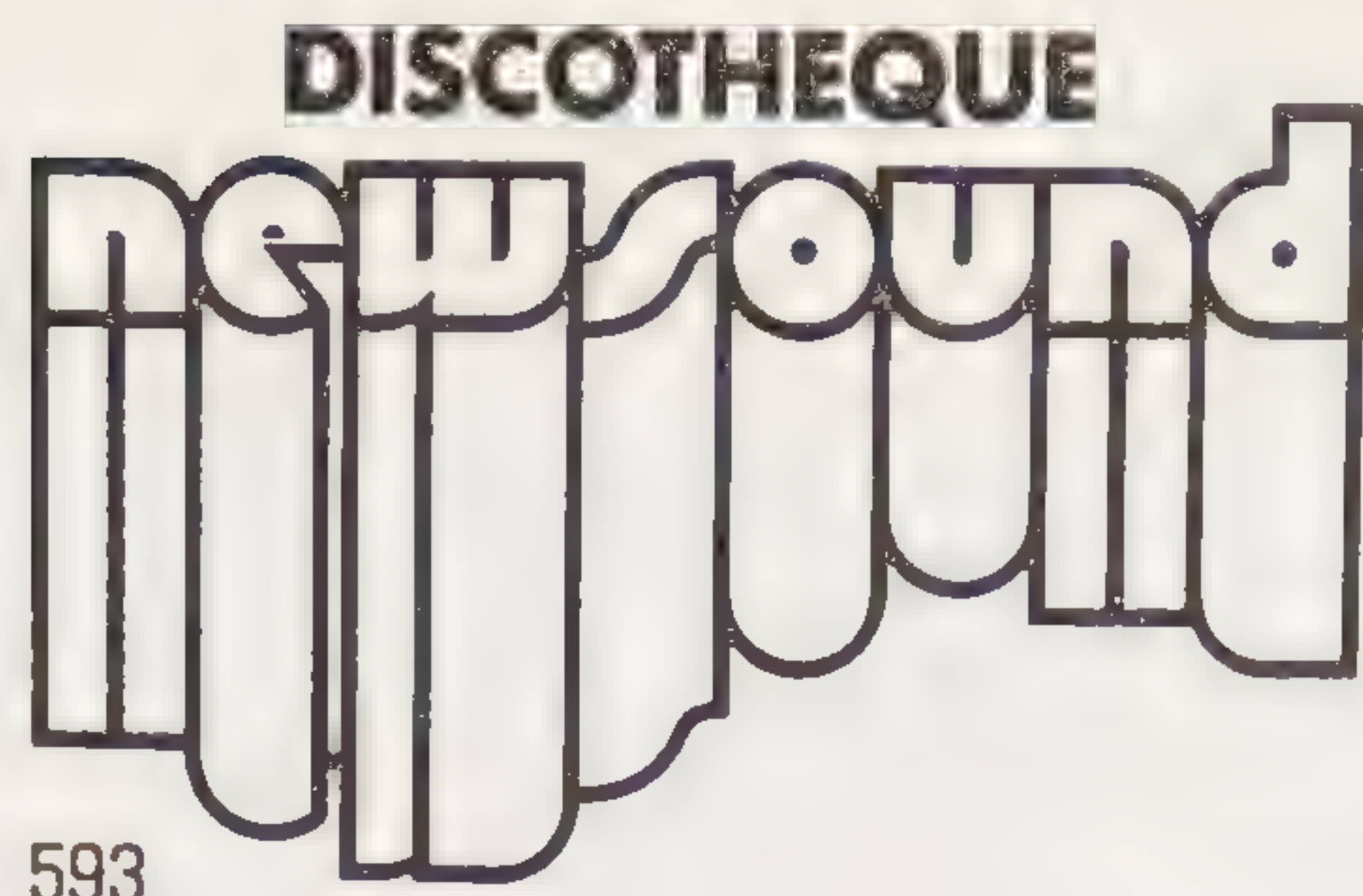


588



Wings Japan, Inc.

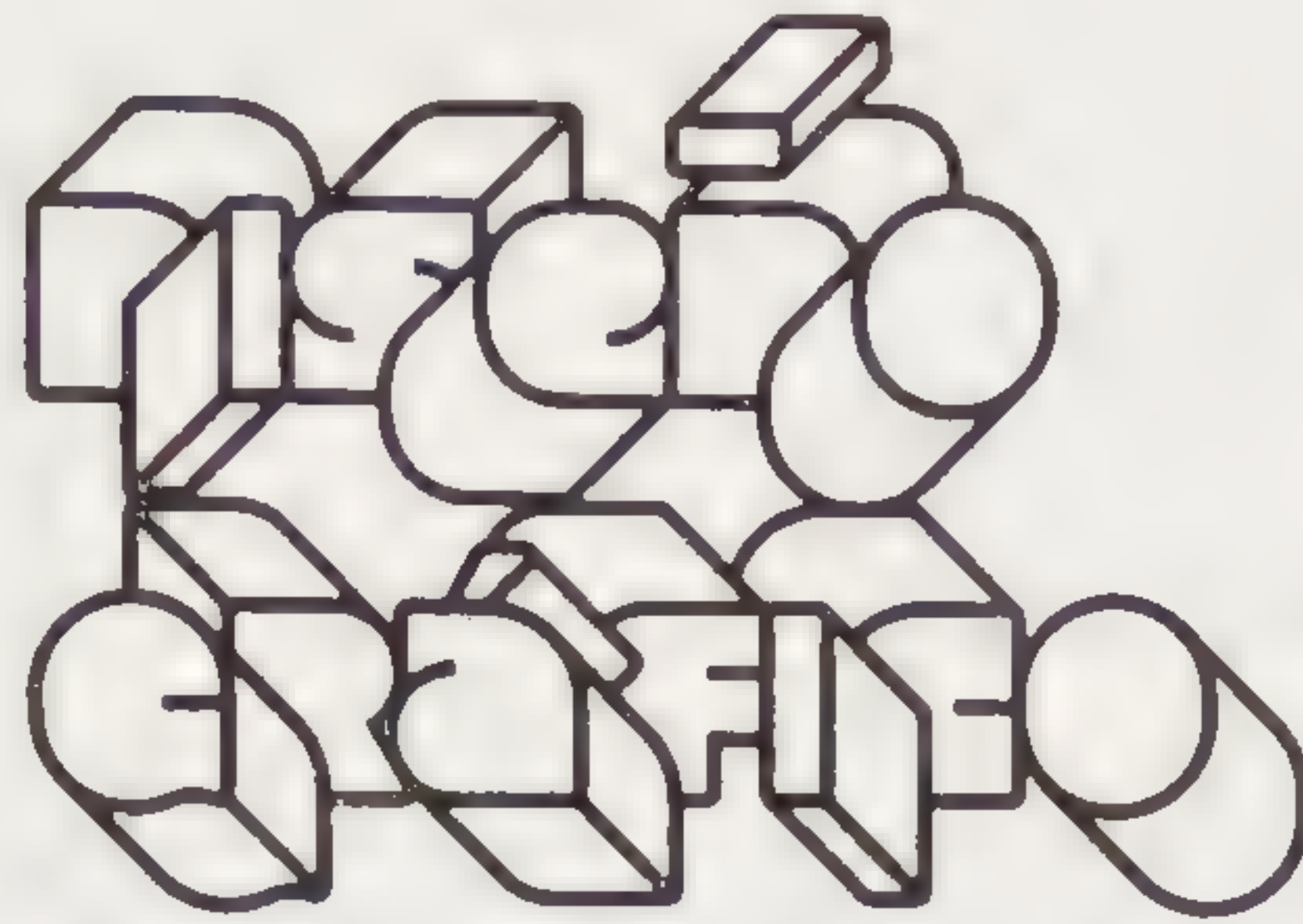
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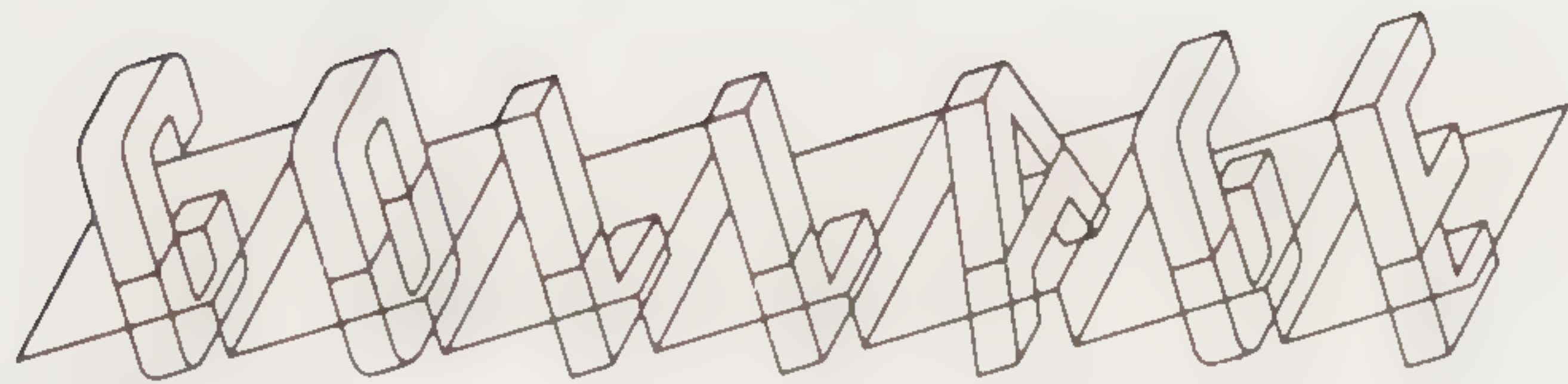
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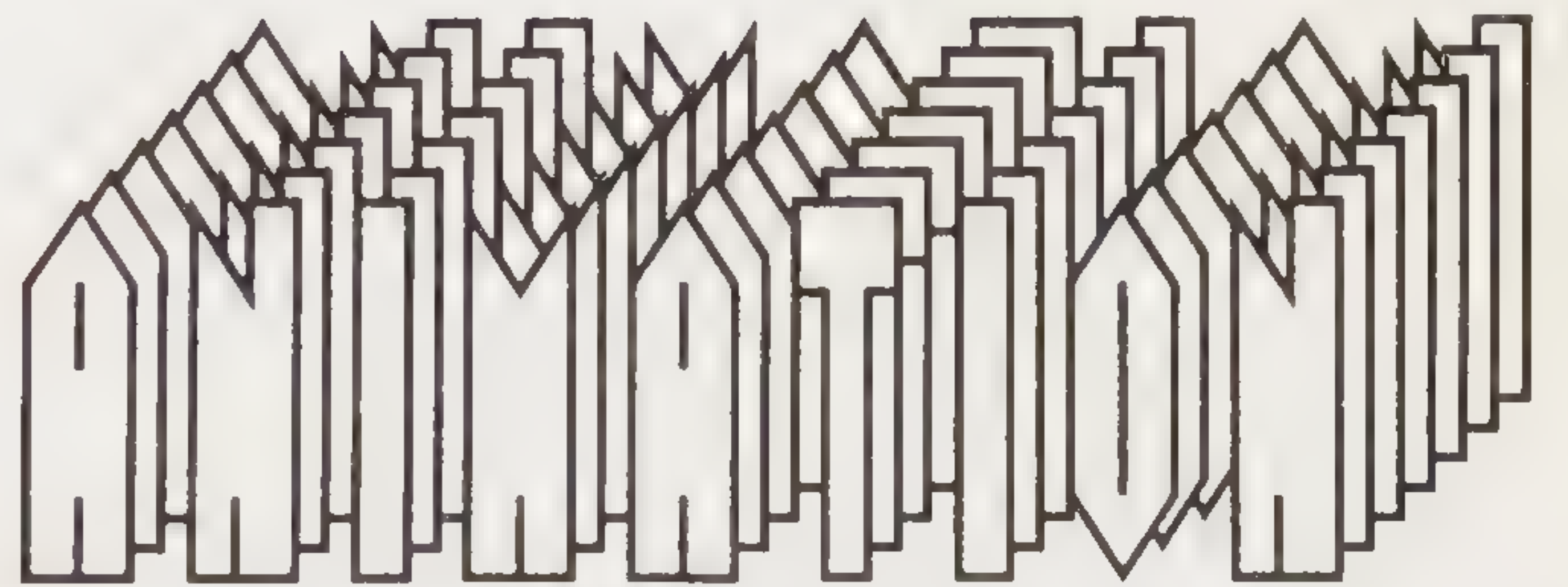
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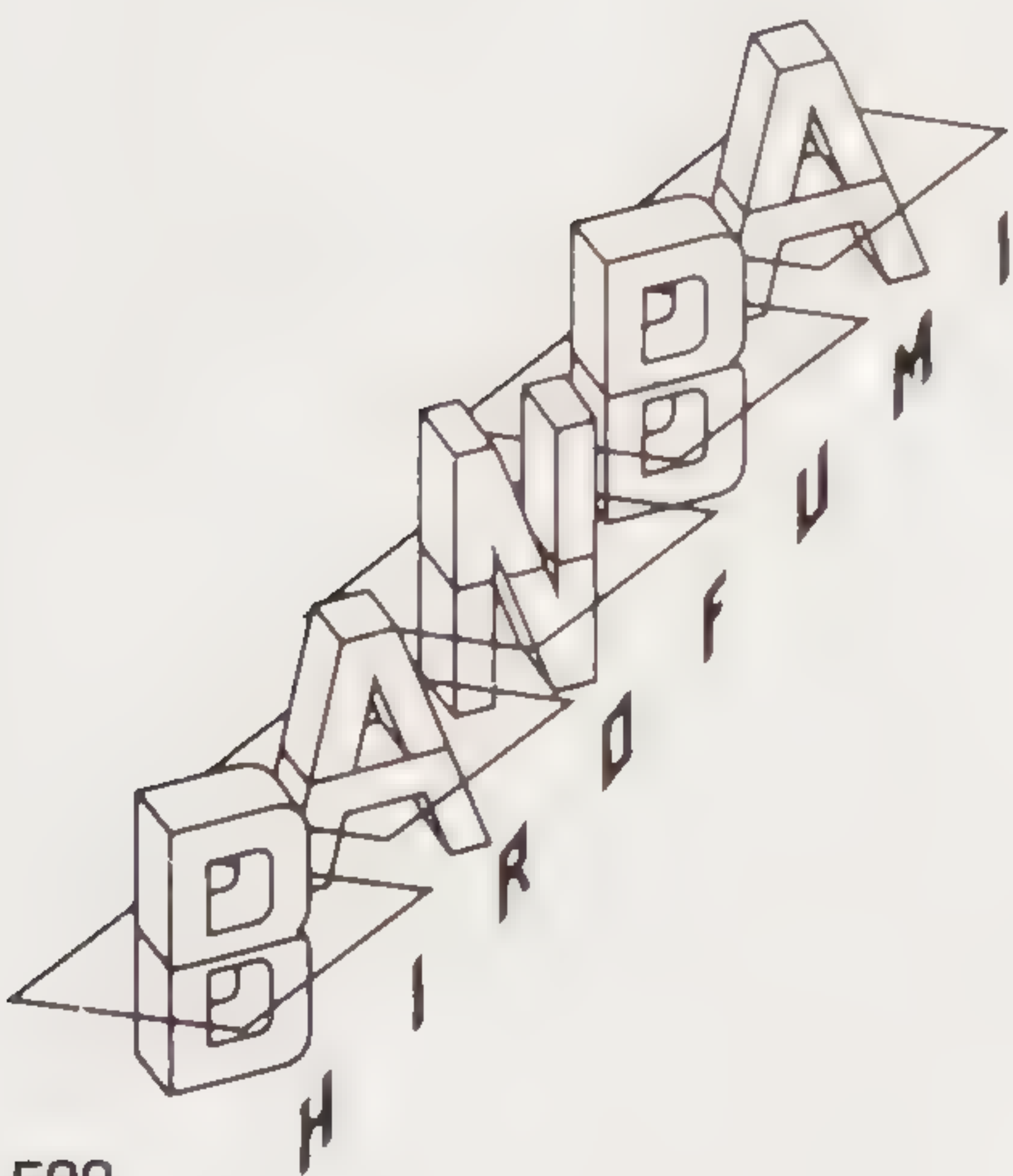
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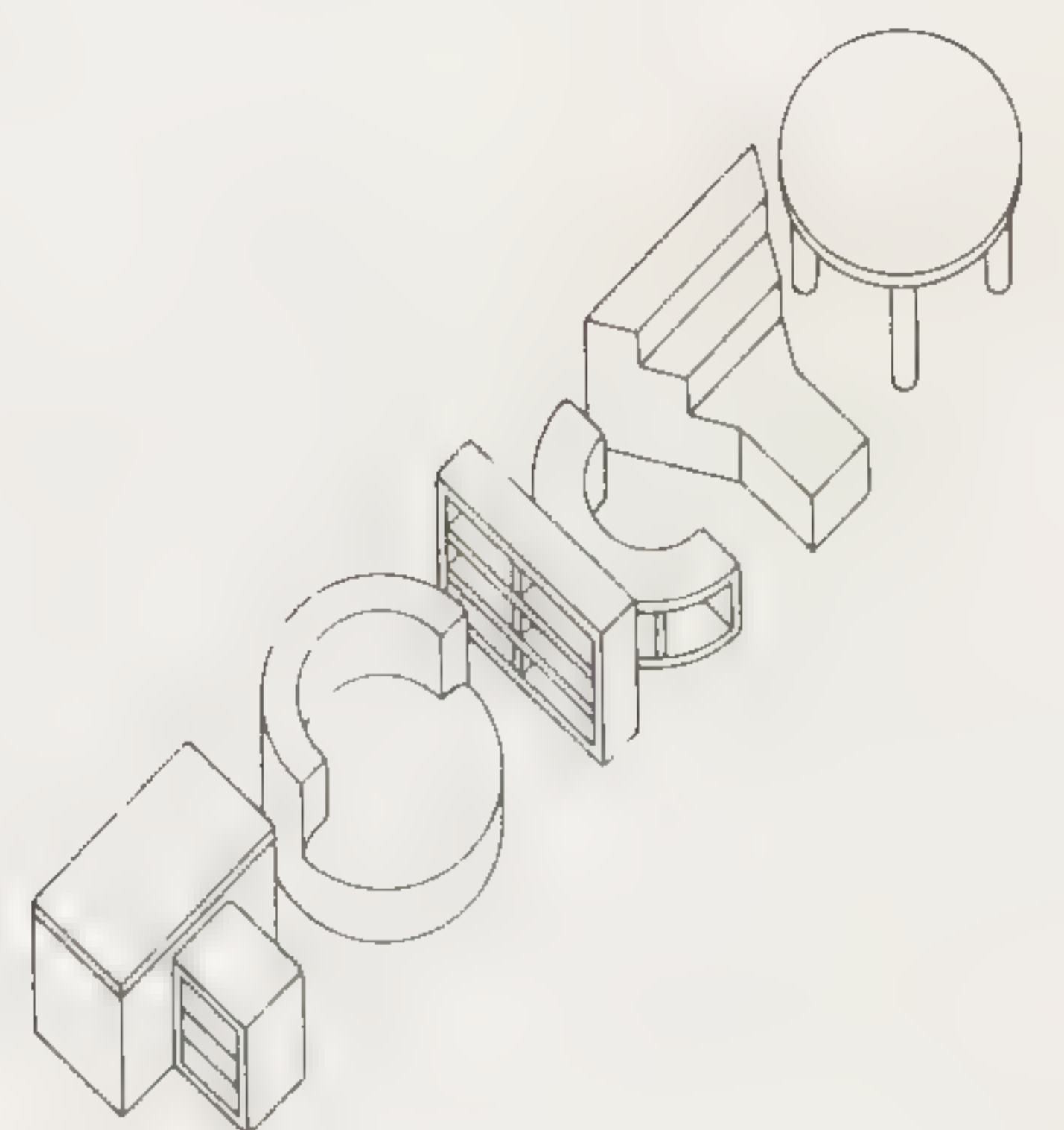
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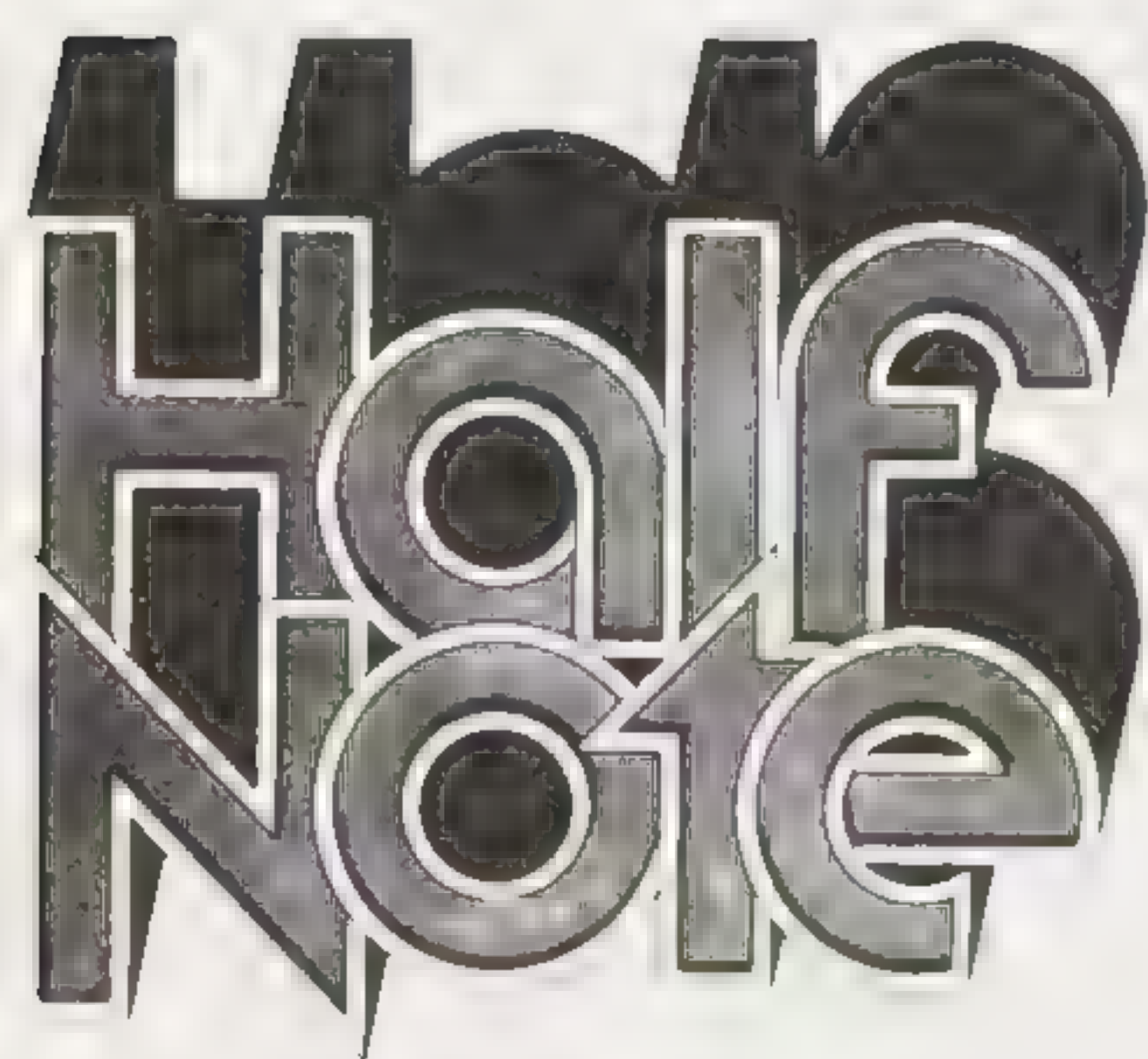
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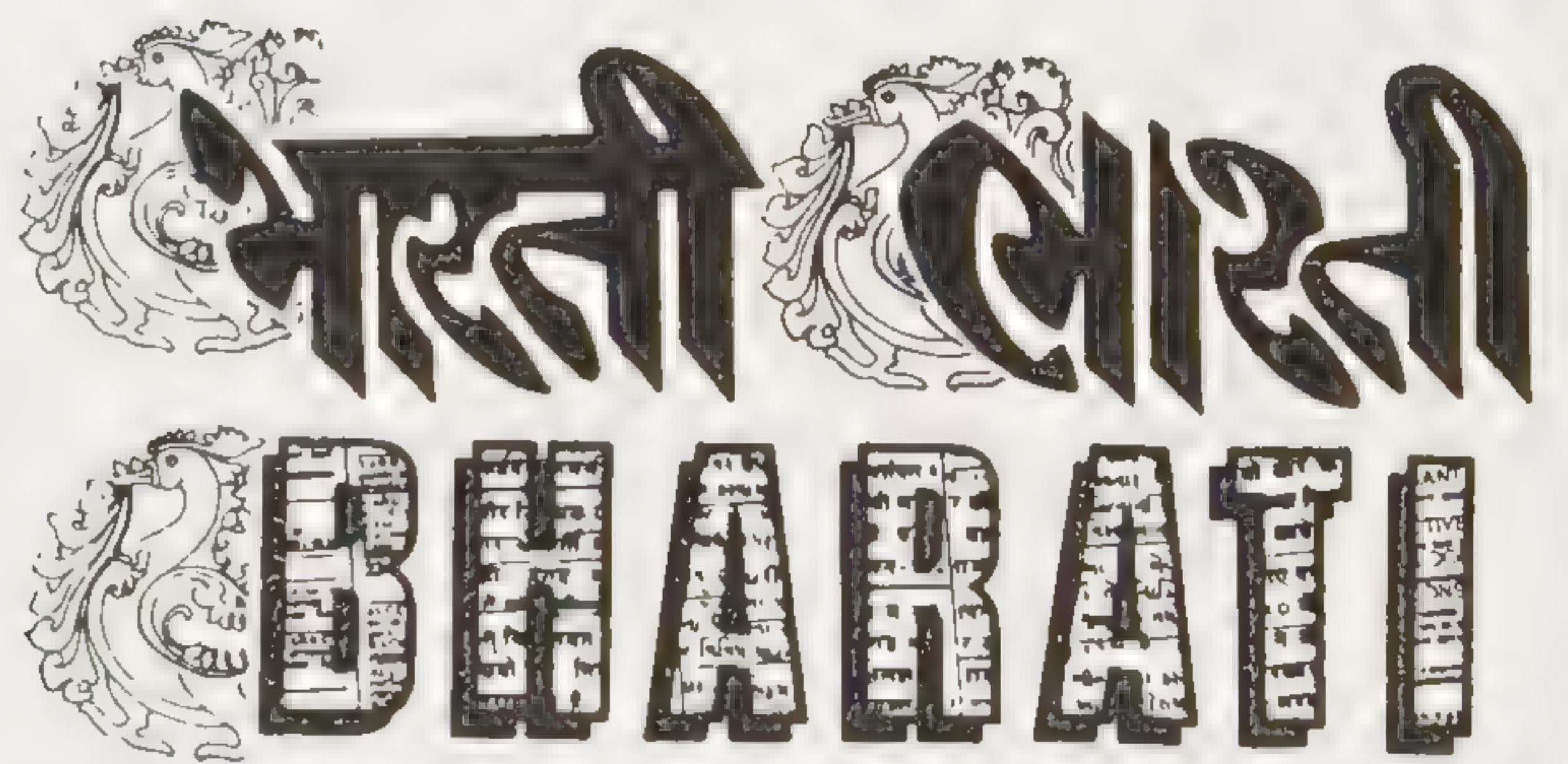
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619



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Boman Paper

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625



626

ENOCH

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ATTACK

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KRISMA

628

AMRON MUJIDEN

633

QUATRE
SAISON

629

MEXICANA HOTEL
WHY BLOOD

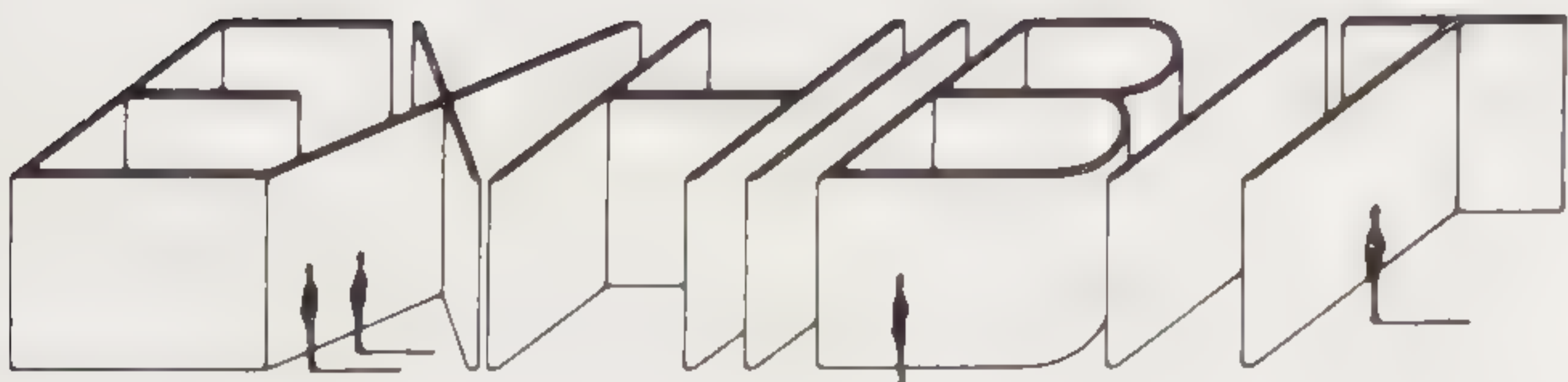
634

M.C. ESCHER

630

MID SUMMER

635



631

Personality
Card

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Snack **109**

637

ENGINE

639

HOT *REVIEW*

638

Beetle

640

Californian
Casual

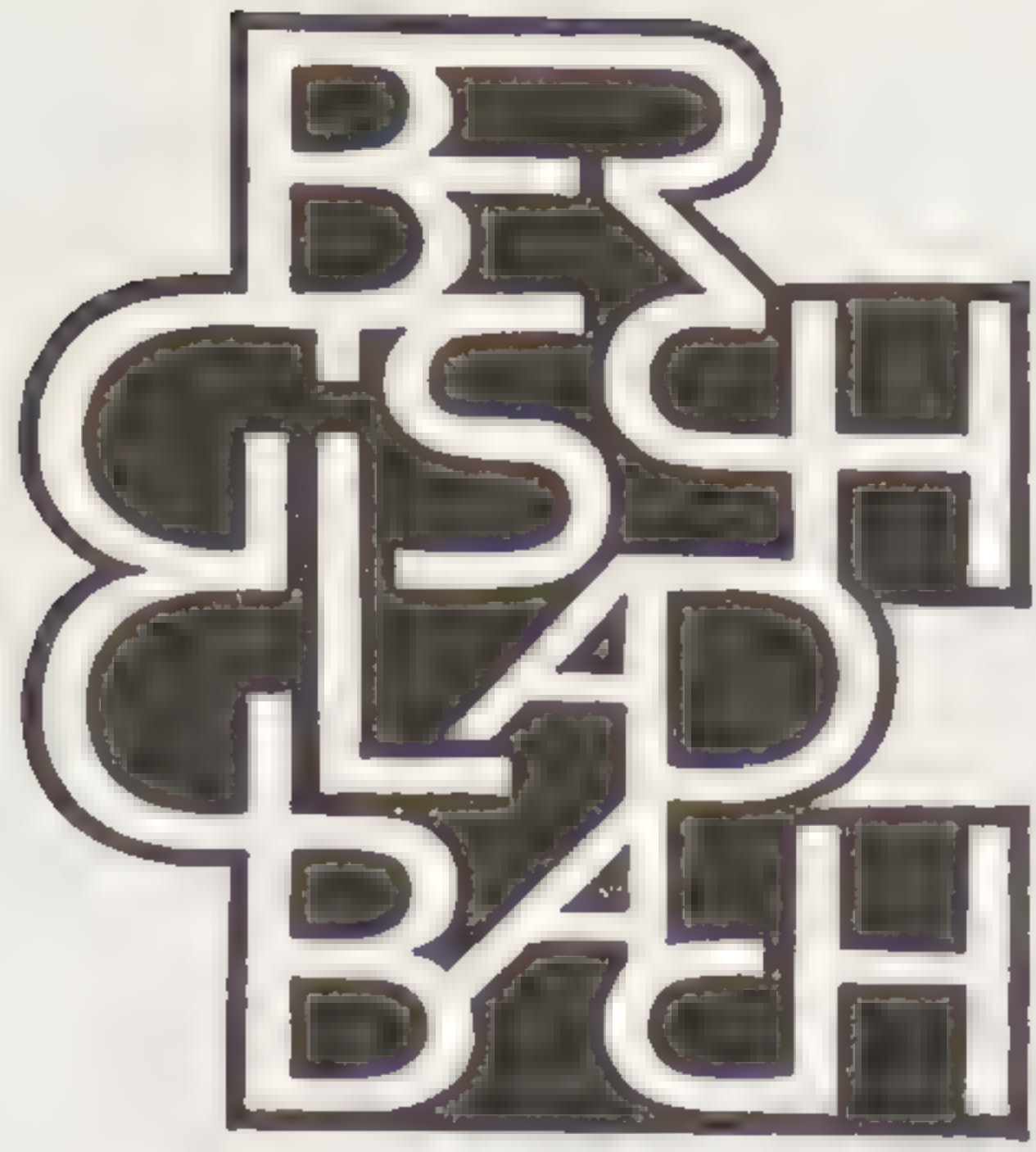
641

GOLDBUG
MOVING COIL
CARTRIDGE
GOLDBUG

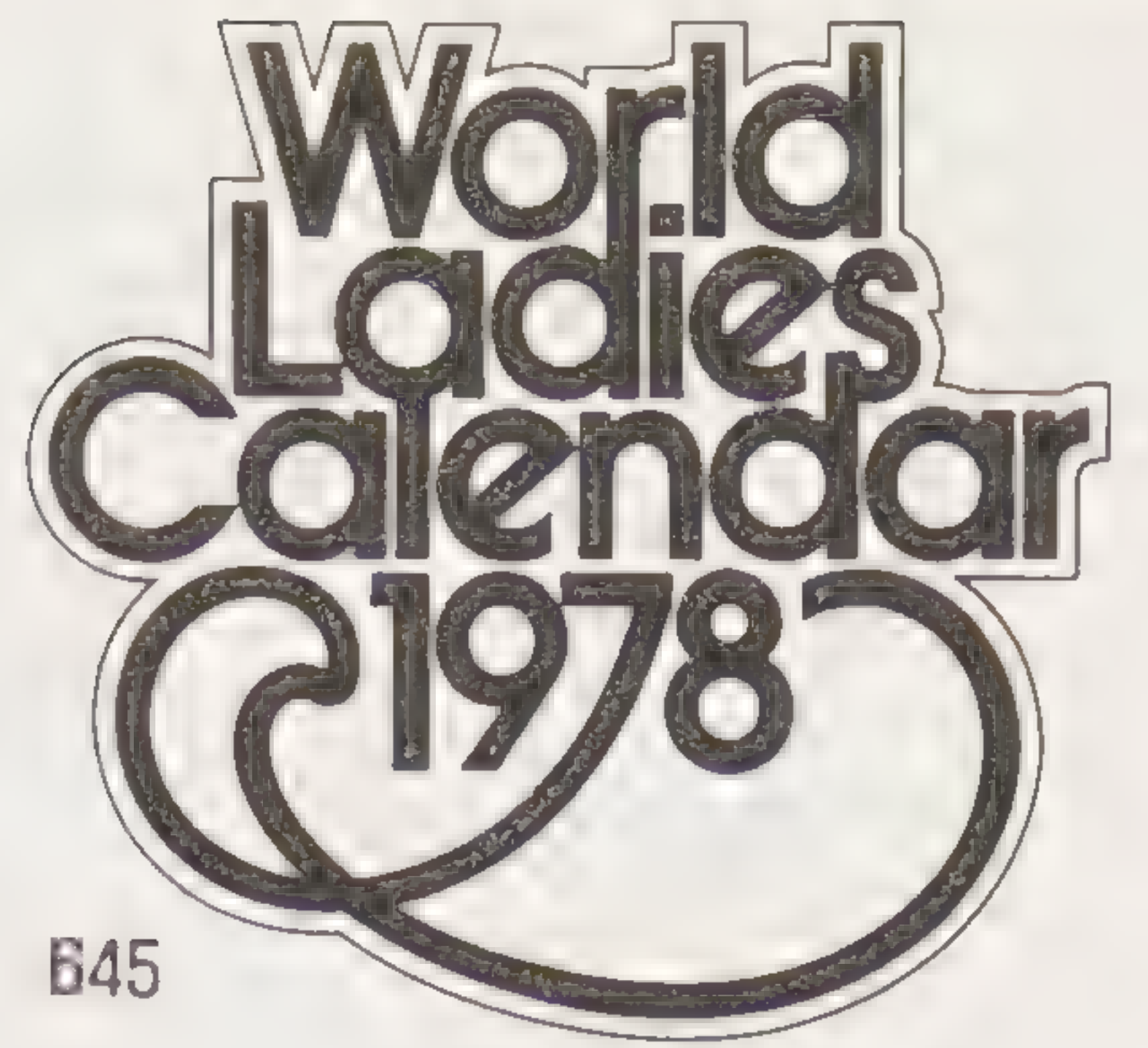
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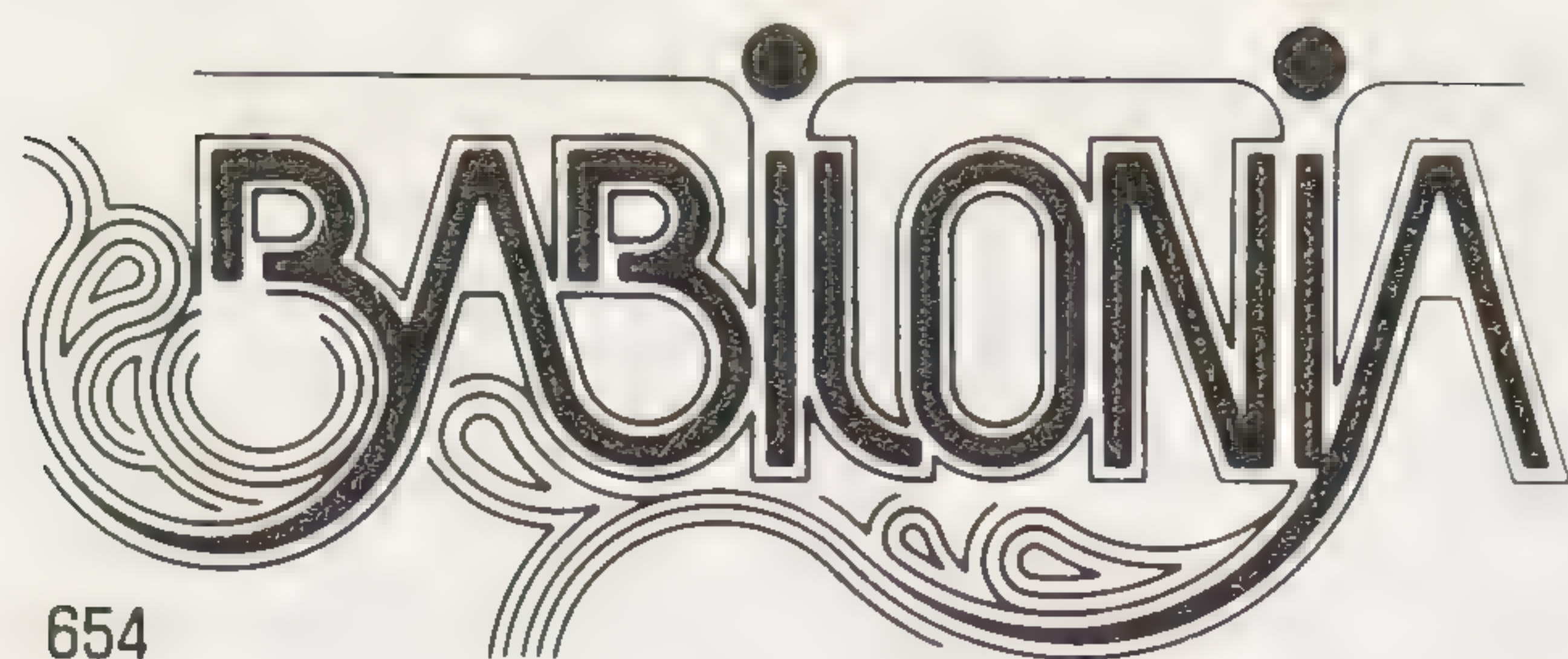
652



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Restaurant Français



656



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661

oom up

662

ings

663

SUNrunner
CONDOMINIUMS

667

gala

Kobe THE CAKE WORLD SINCE 1927 Belle

664

668

VisionAge

665

FAMILY RESTAURANT
wing
ウイング

669

JACQUES

666

Féege

670

Flonip

671

marukai

672

NEWS

673

TOKYO SYSTEMS CREATORS

Boxer

674

TURBO

675

FINE

676

MEN&WOMEN

THE ART &
DESIGN
HOUSE 300

366

677

BIWAC

678

curtiss

679

schires

680

unicef

681

adria bank ag

682

Lithium

683

GMS-3

689

Hitachi Zosen

684

Hyspan

685

LASER
MARQUIS
TELSTAR
MUSTANG
SPECTRON

690

CULTURE

686

SSG

687

SORD

691

NEWS

688

Centro
Ricerche
Fiat

692

Artifort

693

Autorama

694

Japan Asia
Airways

695

alpha

696

sansho

697

altosca

698

UNITED

699

PIAZZA

700

ENPLAS

701

Matsunaga

702

MURAYAMA

703

ninura

704

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705

SKΔΔKUM

706

BALSECA

713

PANOLY

707

TAMSA

714

GRETAG

708

TRIP AF

709

Ballo^on

715

seiden

710

Farmax

711

NiGuRa

716

HOTEi

712

NAIG

717

Kakoh

718

**Study
HOUSE**

723

LCA-J

Link Consulting Associates-Japan

719

Walserel

724

GRID

720

Banpesca

725

plantro

726

IVECO

721

**Graphitec
OSAKA**

727

Lipton

722

UrbanSport

FOR FASHIONABLE SPORTS LIFE

728

GAZELLE

729

STUDIO

735

E B I S

CHASER

730

Achilles

736

yamaura

731

WALKING-KARAOKE

737

TOTANI PRINTING

732

ACFIS
K O M P A C T

733

M A G G I

738

MEMO
E U R O P E

734

POPULAR

S C I E N C E

739

A A

740

L P H A

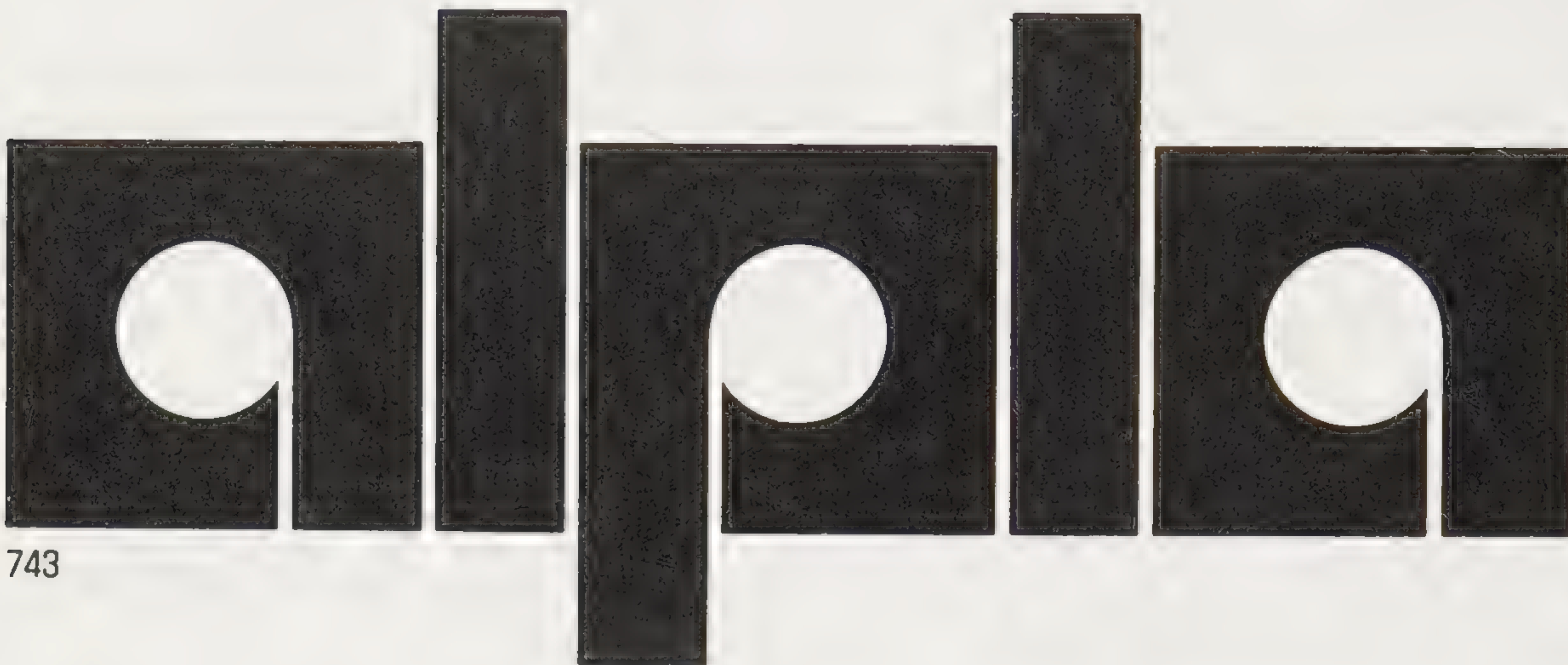
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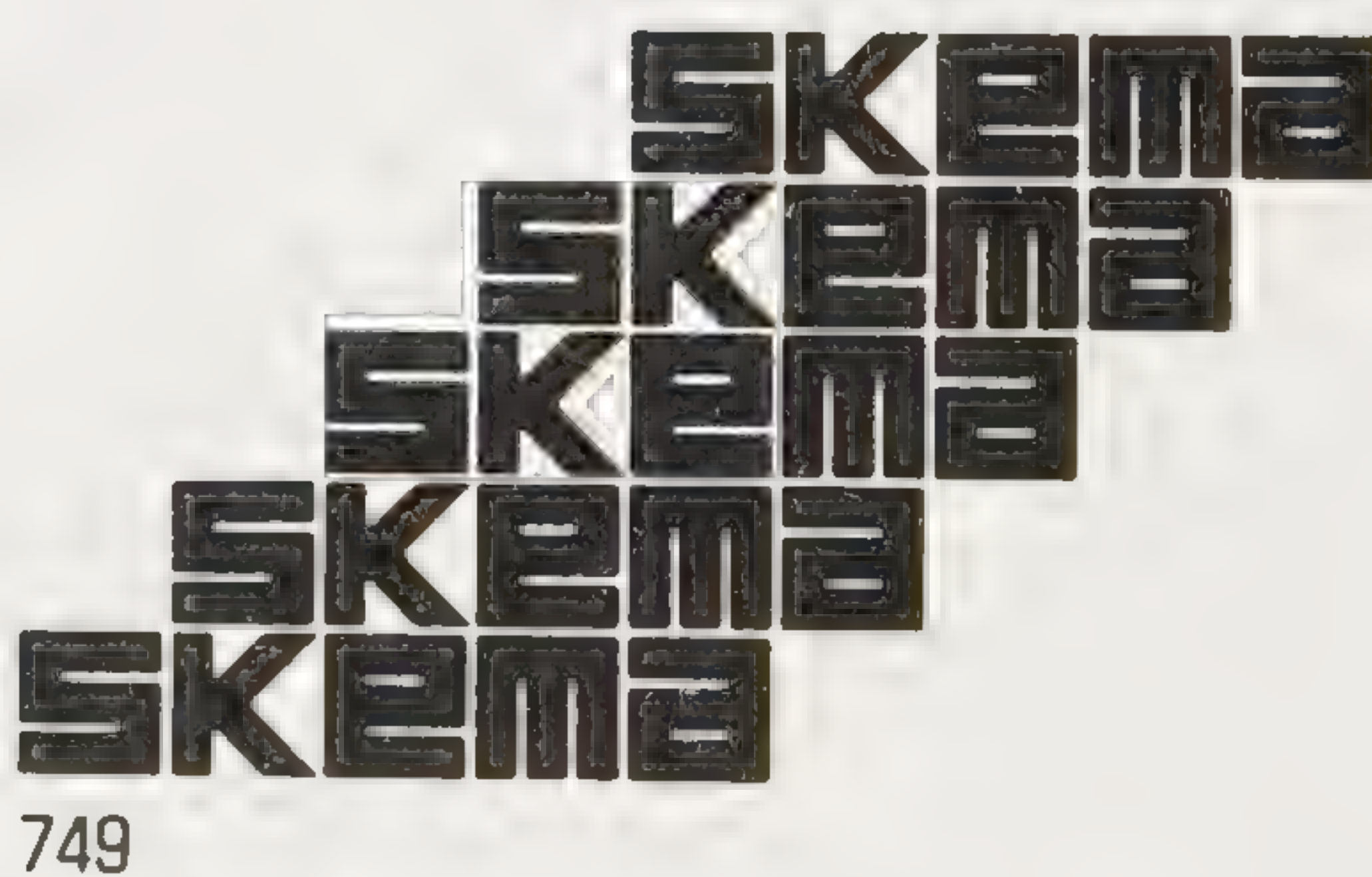
748



746



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SYSTEMOIL

GM
BH

750

HAZARD

751

Metal

756

GANZ

752

GOLDEN

757

UPH
UNZEN PARK HOTEL

753

KRONVS

758

Megadex

754

YUNNI

759

ARBA
FILM

755

SOLTEC

760

761

765

766

767

762

768

769

763

770

764

771

BUKOLLA

772

SCRA

773

INATONNE

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PARCO PART3

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PAPER CLIPS

777

CHEWY

778

QIRIO

779

ORC

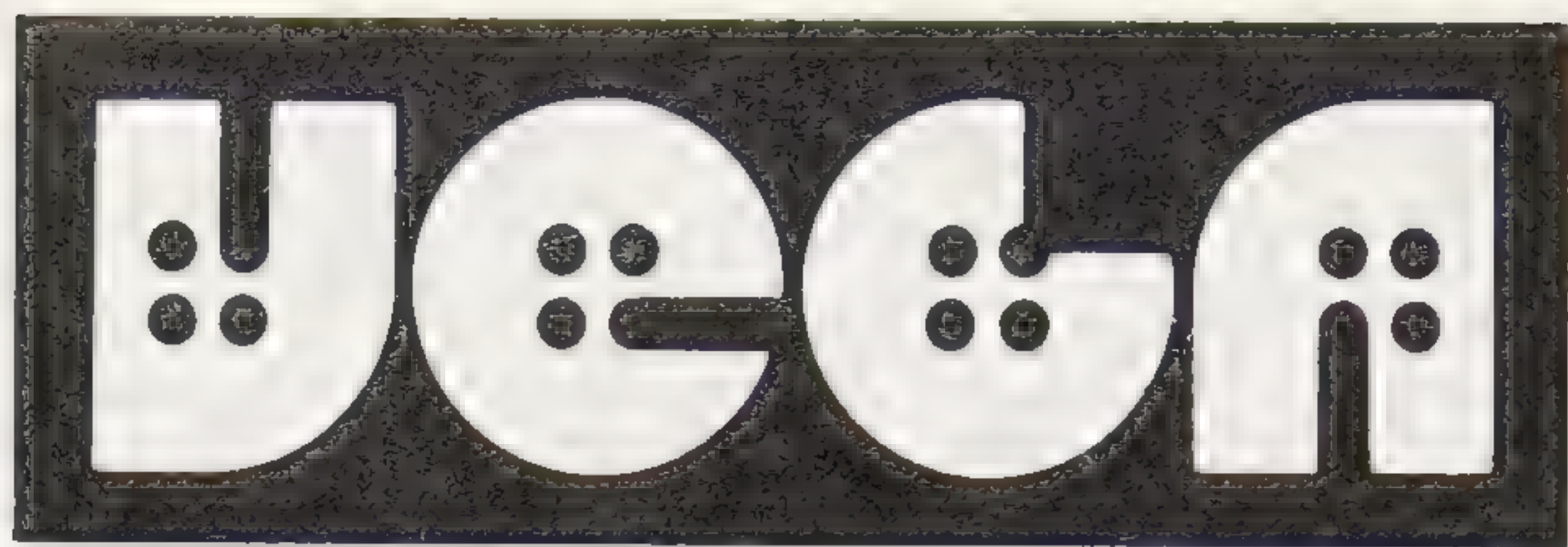
780

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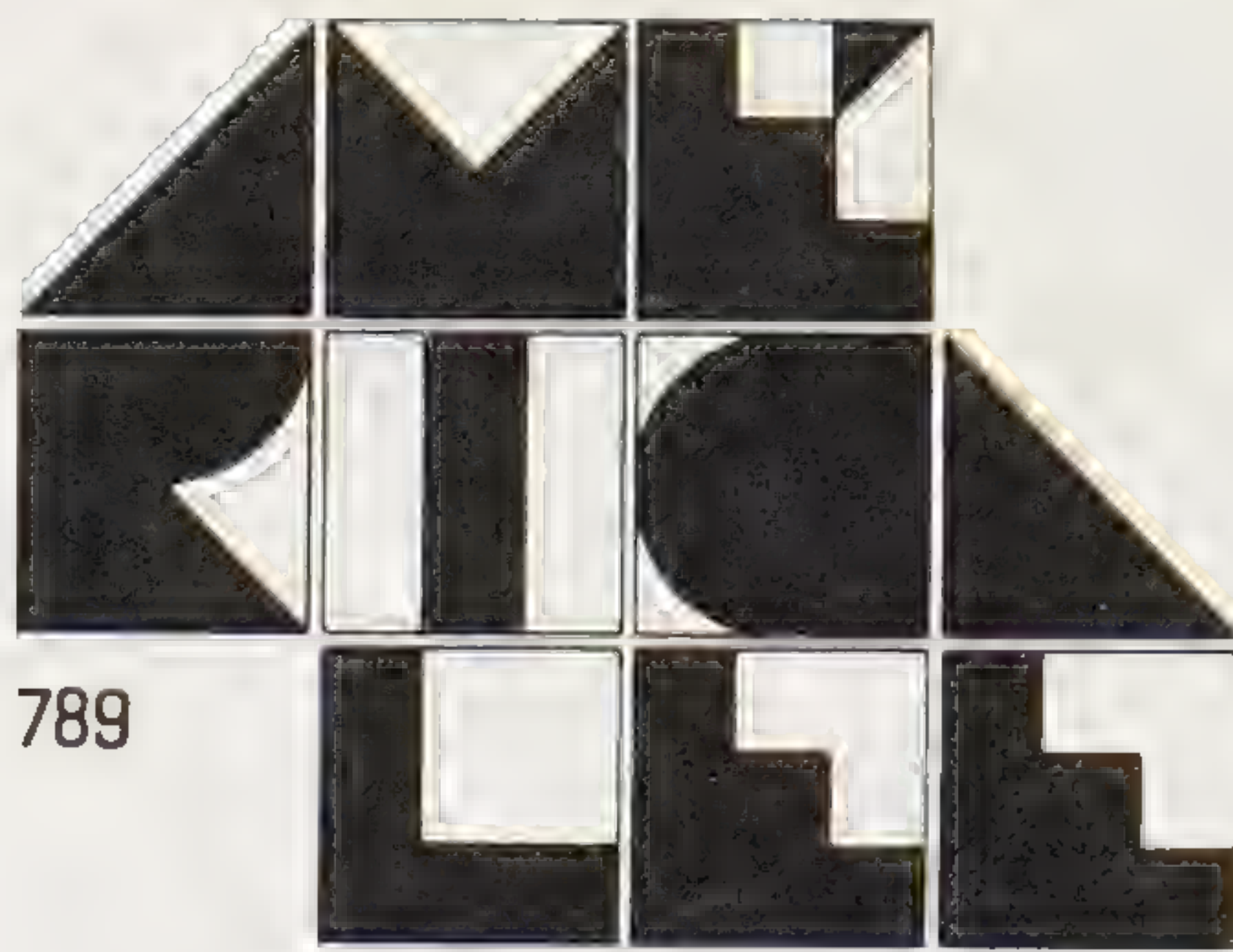
781

BESSEDE

782



783



789

GREEN
TENNIS CLUB

784

PAPILLON

790



785

МЕКЕНИНО
МАШИНОСТРОЕНИЕ

791



786



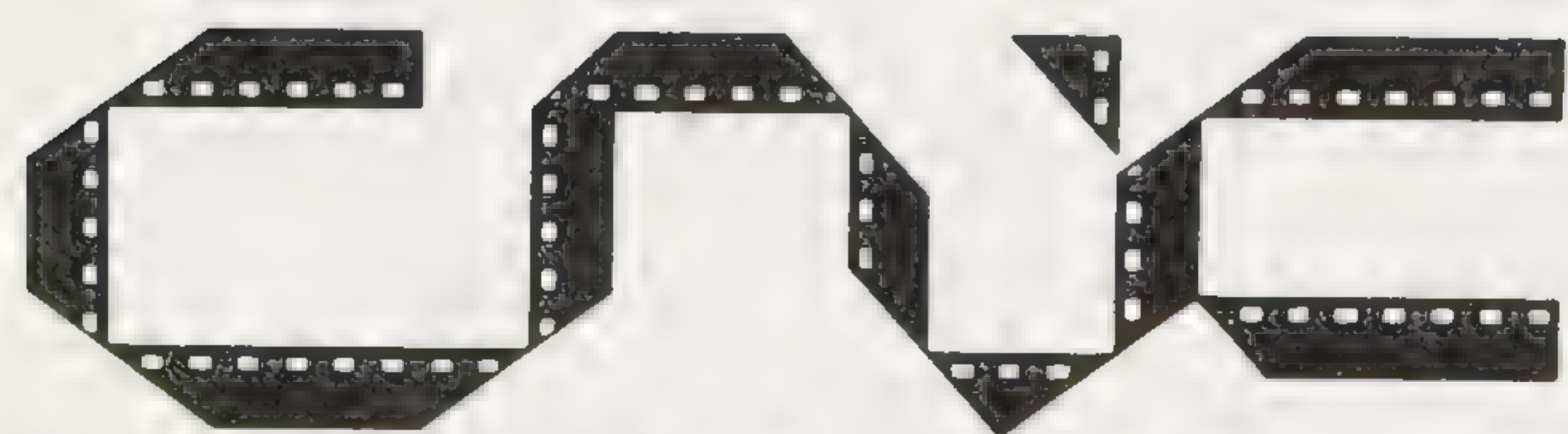
792



787



793



CAMARA NACIONAL DE LA INDUSTRIA CINEMATOGRAFICA

788

HißBrand

794

prosteeena

795

intergrafica

796

eurografica

797

サーフライザ
surflyzer

798

ロンコム
rondcom

799

Dairy
Farm

800

Parachutist

801

marco
polo

802

canyon
woodworks

803

French Open
ROLAND GARROS

808

Yama
moto

804

English today

809

MIDDLESEX
COUNTY COLLEGE

805

Worker Bee

フーカービー

810

ATLANTIC

811

TELEKOM



TELECOM

806

NU)(OU

807

pochi

812

SOUPAK
スープパック

813

MOSPAK
モスパック

814

fumiya

815

ZAIMA

816

sterilite

817

HUBERT SAWS

818

SANCHEZ

819

PISCIS

820

HEXCEL

821

DECSA

822

GRUAS

GUANIPA CA

823

Sumit's Center

824

My Thatcher's

825

CASSETTEDECK And FM/RCHER

826

PURE

827

ANELVA

833

ALPINE

828

NEFAX

834

DANAS

829

Wellen

835

zeroCOMPO

836

SIGMA

830

SUNDELTA, INC.

837

SQWRE

831

DISC

838

ALPK2

832

RISING SUN

839

PAVIN
Papierveredelungsindustrie Gesellschaft m b H

840

Bimbo

845

A
MILK

841

BIG
STAR

846

LAURENS

847

LIVINA yamagiwa

842

ИЖЕМРОЎ

848

Shimaya

843

МАДАРА

849

SHIPS

844

1989

interexport

850

THE TERMINAL

851

MECANOFLEX

852

FORESIGHT-70

853

HOTELES
MISION

854

linn

855

Exciting
&
Elegance

856

elisa

857

escargot

858

JASC

859

laronde

860

BESTRACK

861

DENUWA
XACKOBO

862

NOA

863

OAC

THE ORGANIZATION OF AD-CREATIVE CORPORATIONS

864

Seiwa

868

GRACE

865

produced by **Achilles**
LUX
SPORTY CASUAL

869

TOKYO BM TOPS CO.,LTD.
tops

866

eyes

870

VISTA

867

USHIO

871

NISSAN AIR SERVICE CO., LTD.

872

NARITA SUNNY COUNTRY CLUB

873

Japan Creative Finish Work Association

874

pik-nik foods, inc.

875

SHIKOKU TRAVEL SERVICE INC.

876

WEST RACING CARS CO., LTD.

877

SHOWA MARUTSUTSU COMPANY, LTD.

878

BEST

879

GALILEO GALILEI
MIHOKO KIYOKAWA

880

illustration
in
japan

HOWA

881

vol.3

884

LOWRANCE
INTERNATIONAL JAPAN, INC.

882



885

el
ladriño

883

Metalmodul

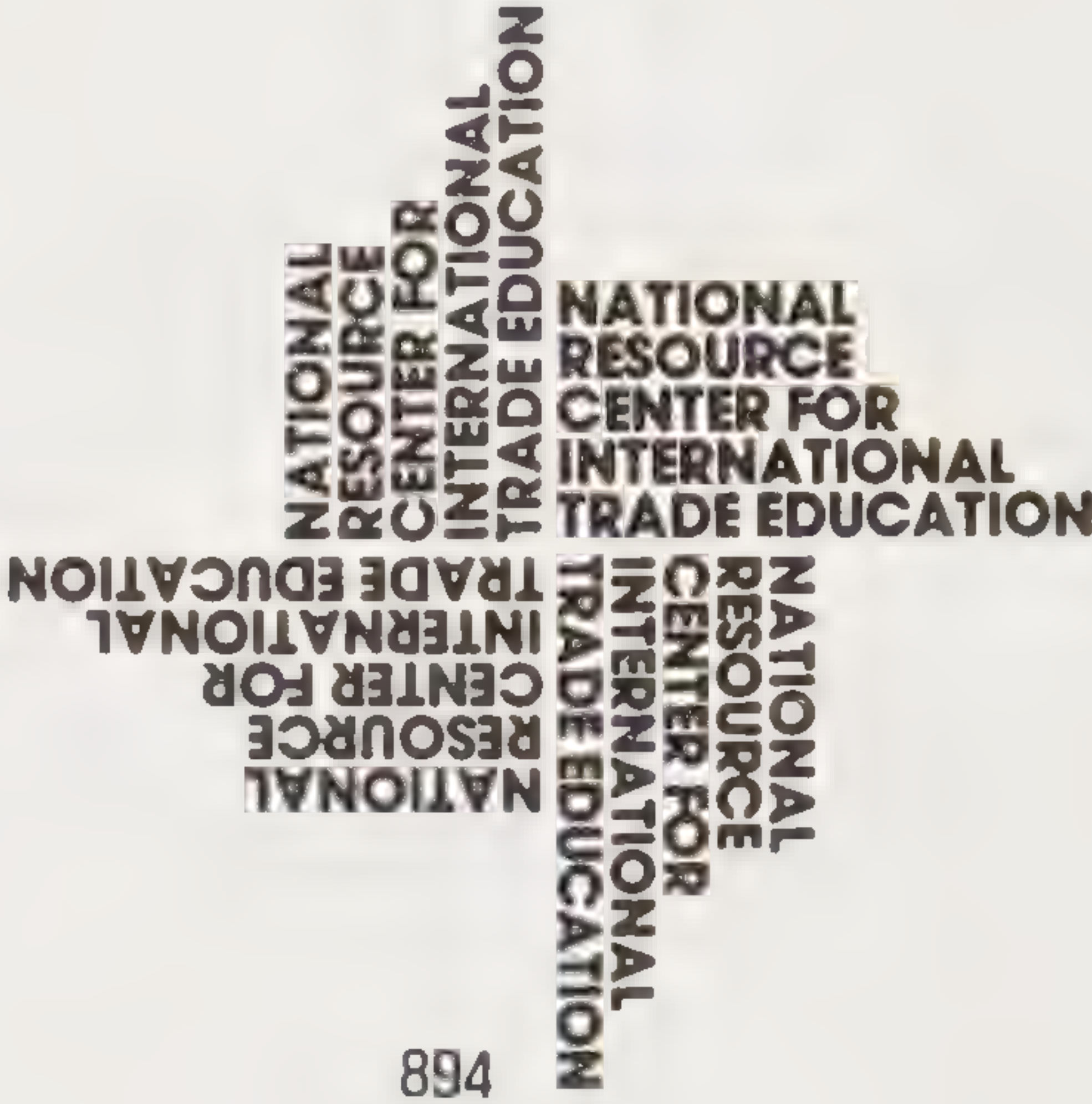
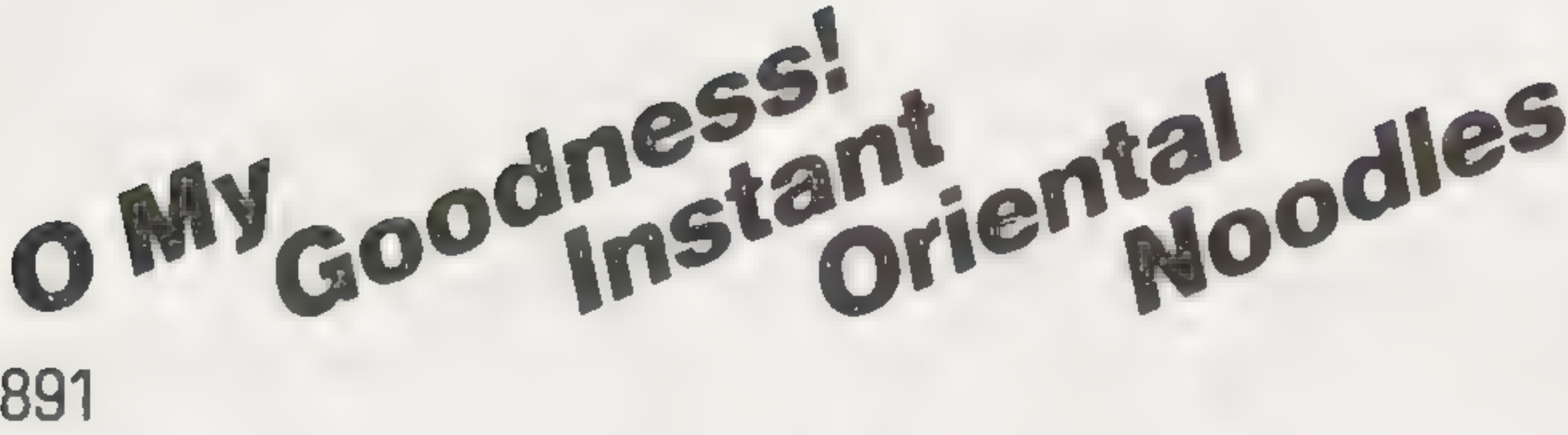
886

satisfied Ear Records

887

zehnder

888





BOSTONIAN

897

**CHICORY
HILLS**

898

B®ANDS

899

cyclotronic

900

Okray's

901

DOMINA

902

HBO
Premiere Films

903

**AUDIO
FAIR '82**

904

superior
optical company

905

Baumann,
Koelliker AG

906



Polfin

907

ERTOIL

908

Lubricantes

PrairieOil

909

E-Z-SCAPE

910

IPARIISIian

911

Boxline

912



Shibuya

913

sandpebbles

914

Wind
Song

915

Dixie

916

KINDWEAR

917

pluslive
NATURAL HEALTH FOODS

918

With

923

Kaffee

919

**KIRCHLICHE
SOZIALSTATION**

924

daini

920

L'♥venbest

925

**TOLECTIN
Gel**

921

**ピューリ
APPLE & PLUM**
Purie

926

VALENTINA

922

TOPS & BOTTOMS

927

Dictaphone

928



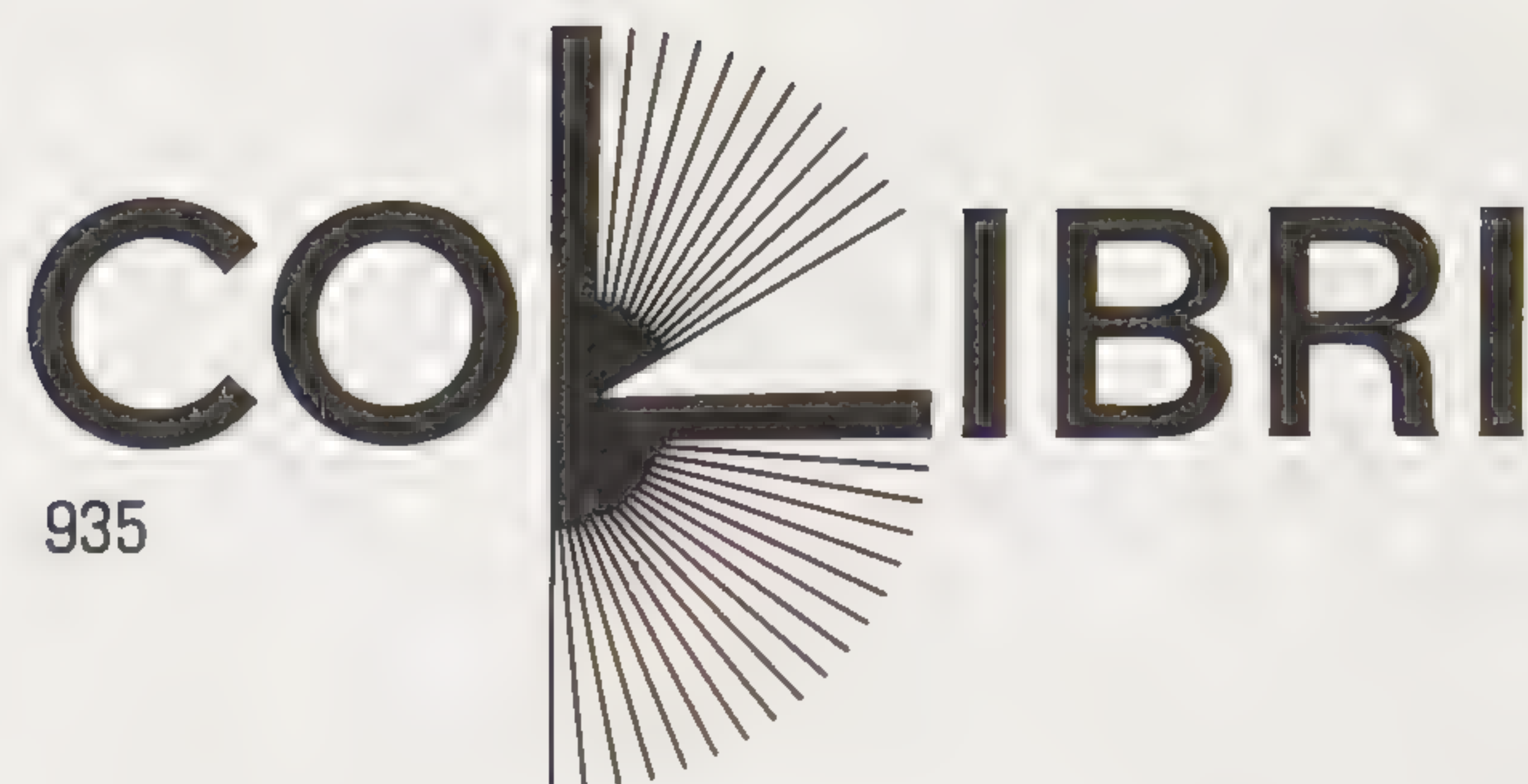
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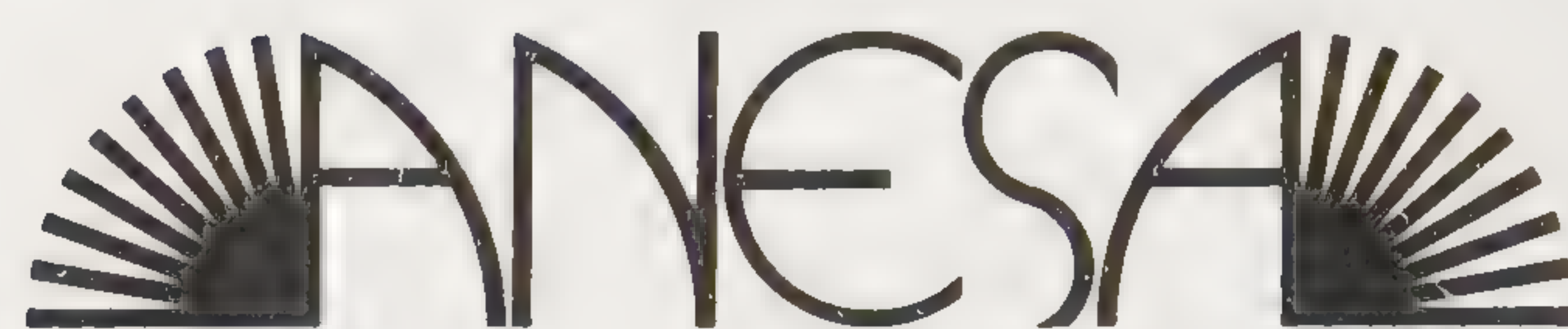
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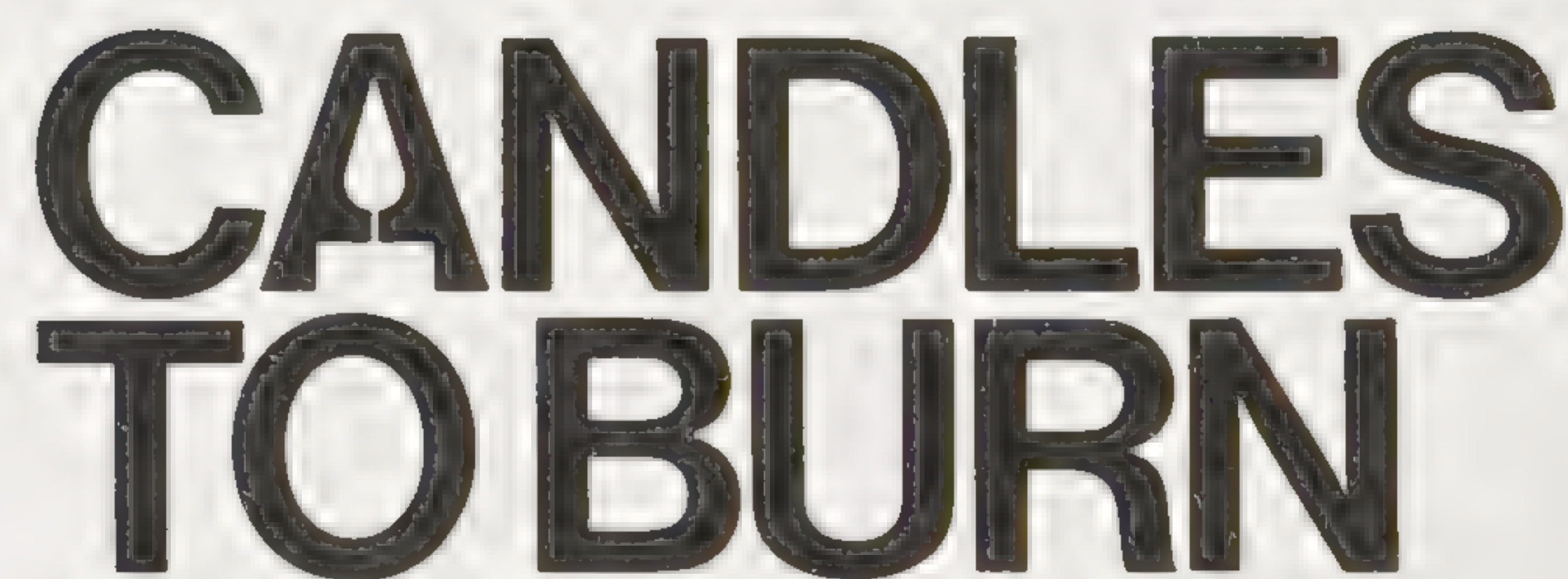
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937



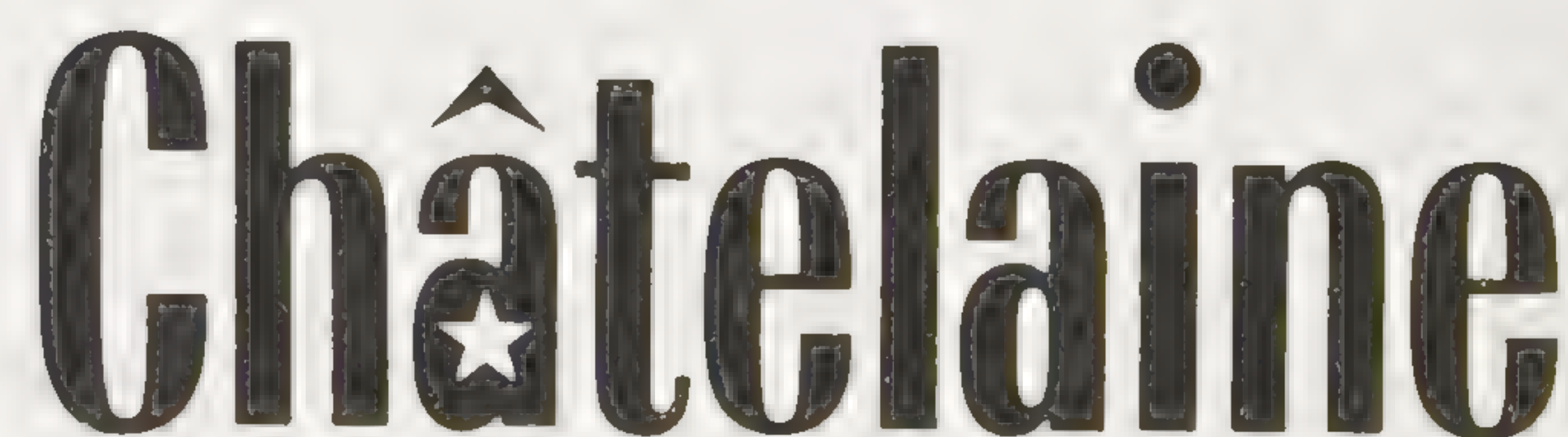
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KUNIC

940

wb projekt/ag

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kero

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PWS

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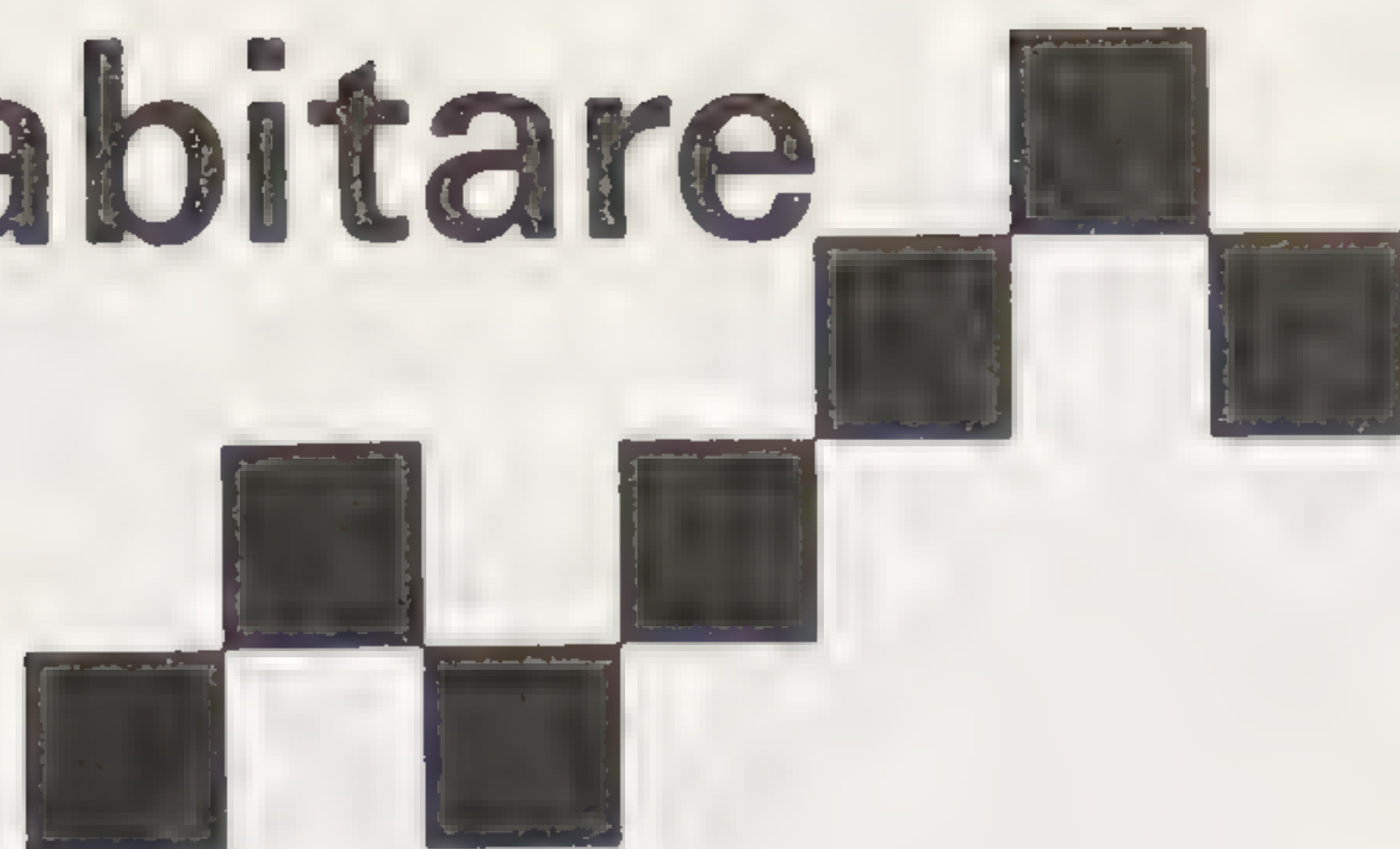
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SEARCH**

944

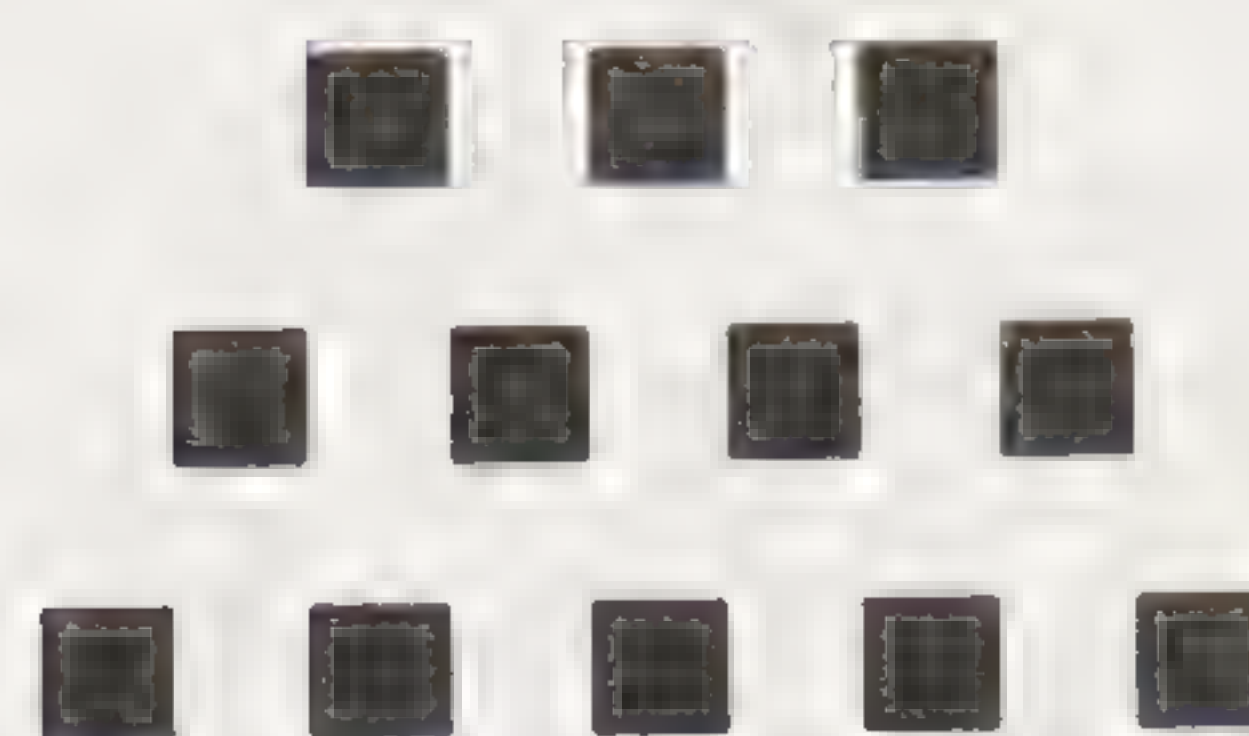
DICHO

945

L'abitare



946



Communications

sem'inar

947

Medicina

948

LASRE

949

RIPOSATE

950

focus

951

Hello
Quartz

952

airlift

957

L'AR (

953

SVEAB

958

Fancy Avenue

959

IVON

Rendez-vous avec la France!

954

AMENITY '82

960

RUBAN
D'OR

955

NOAH'S
ARK

961

2000

2000 JAHRE AUGSBURG

962

Strømme

956

COMPOL25

963



964



965



966



967



968

Haïmark

969

LIFENOTES

970

SOLITUDE
SKI TEAM

971

iropita

972

one room
studio
ワン・ルームスタジオ

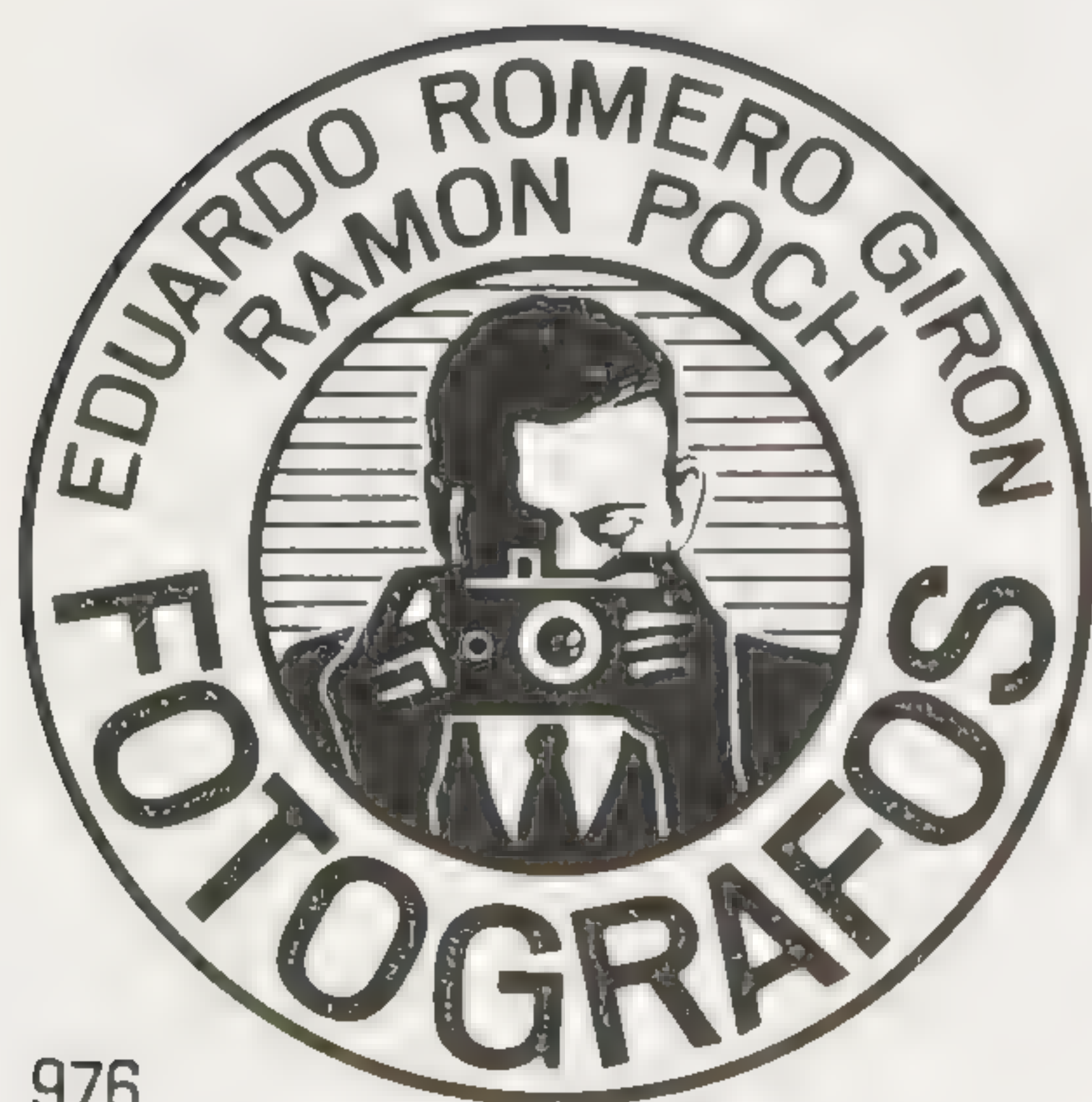
973

RAGUNA

974

campero

975



976



980

WE WANT JAZZ

977



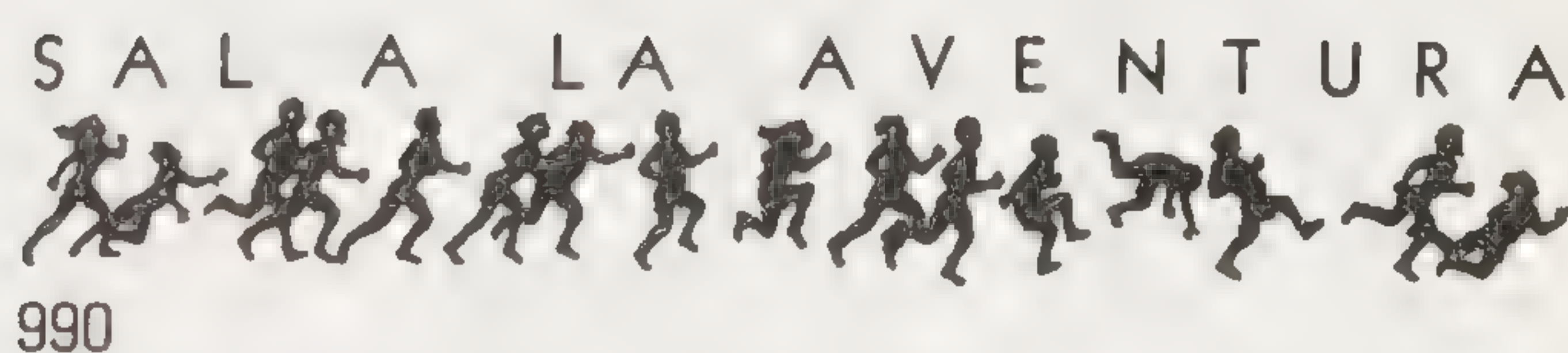
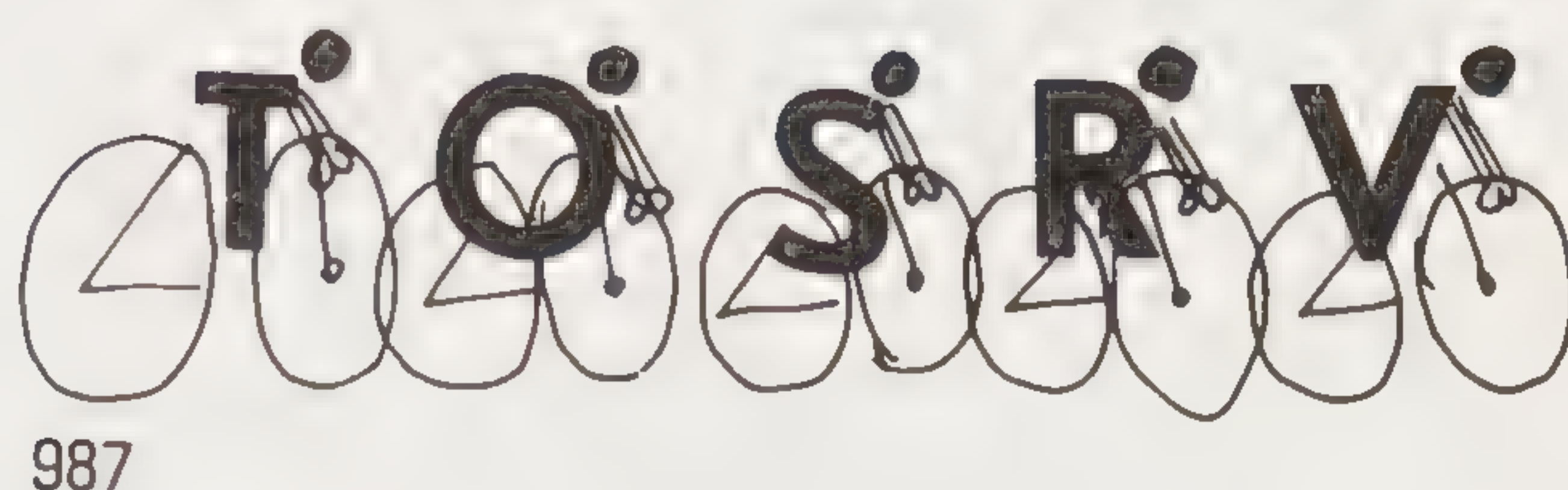
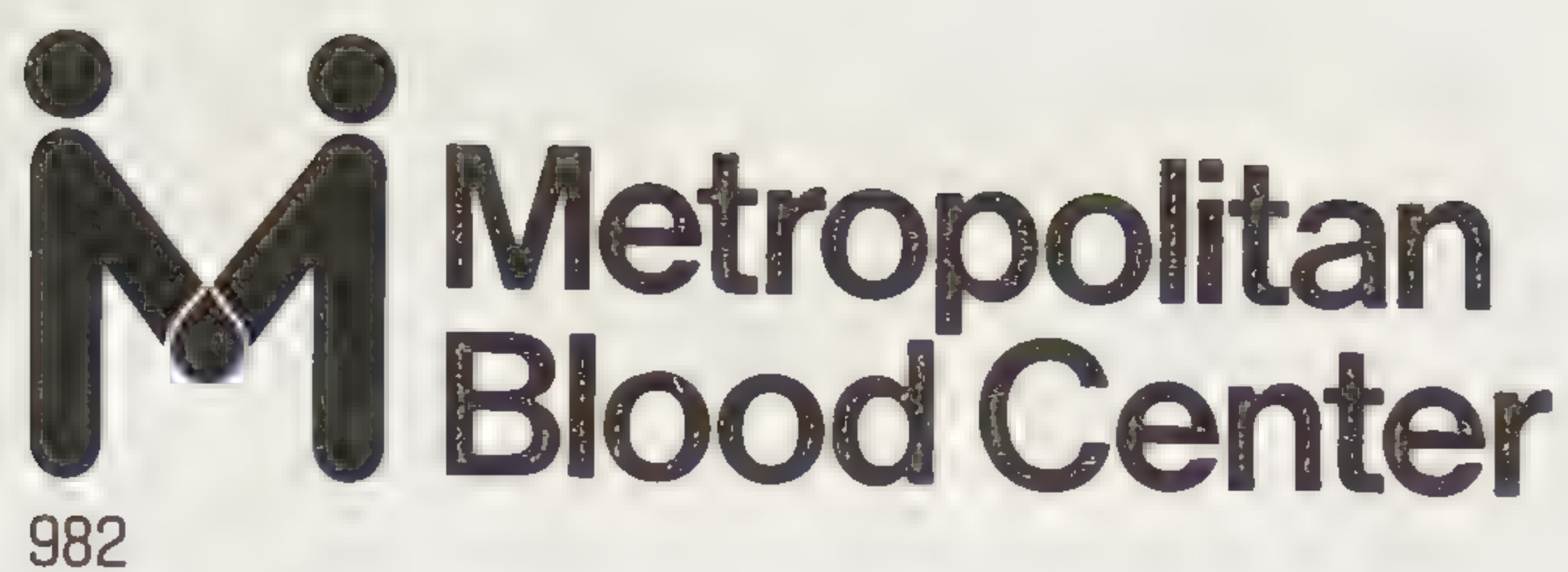
978



979

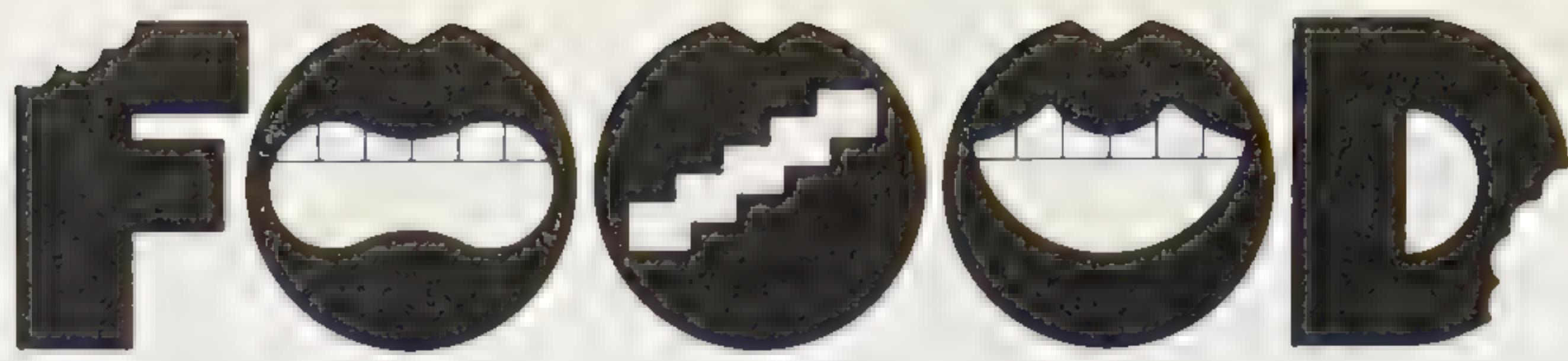


981





991



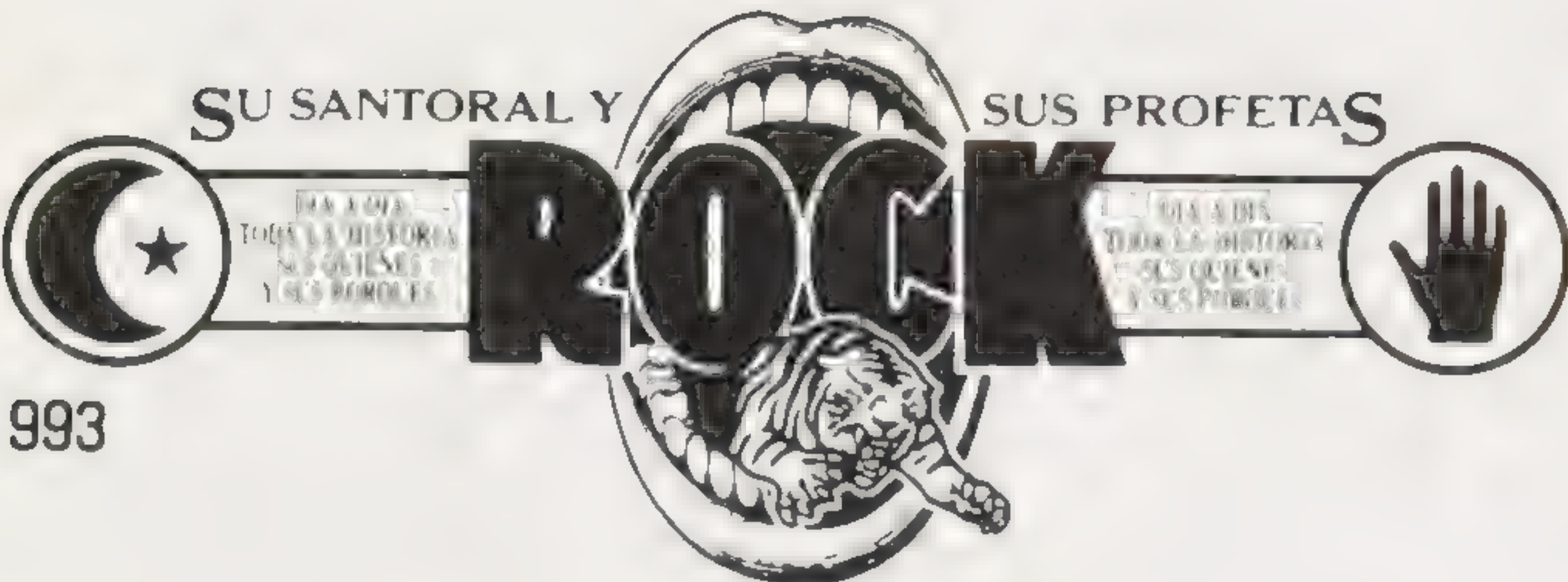
995



992



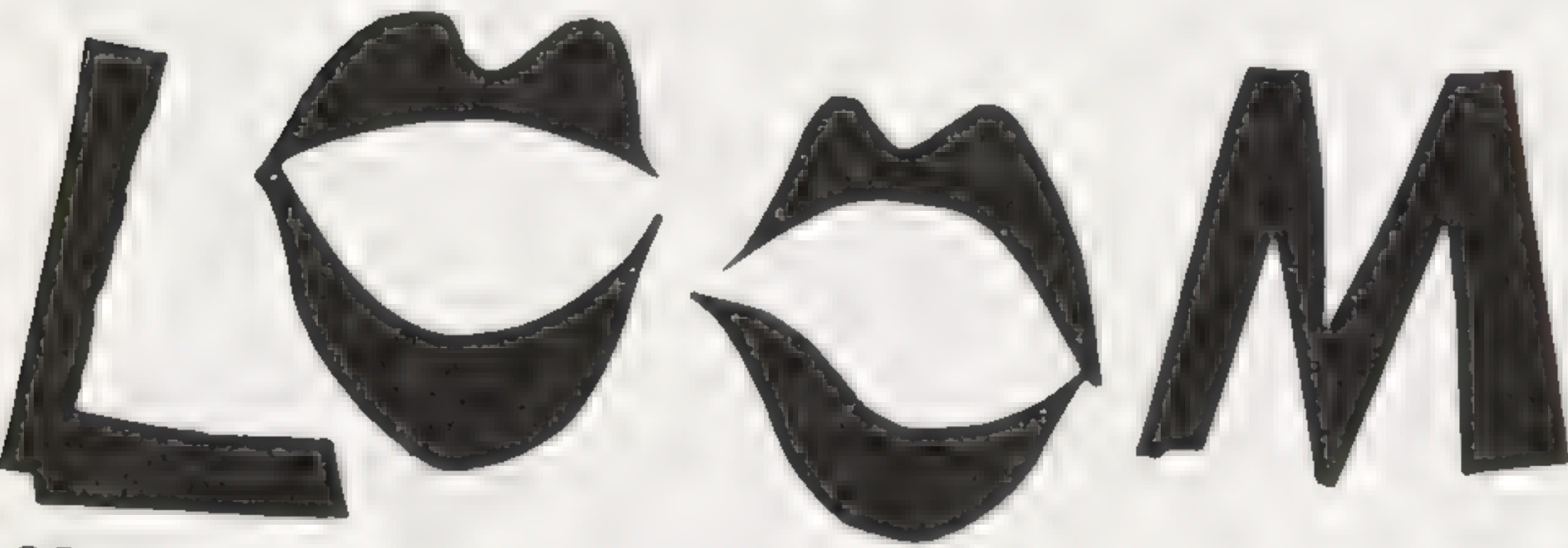
996



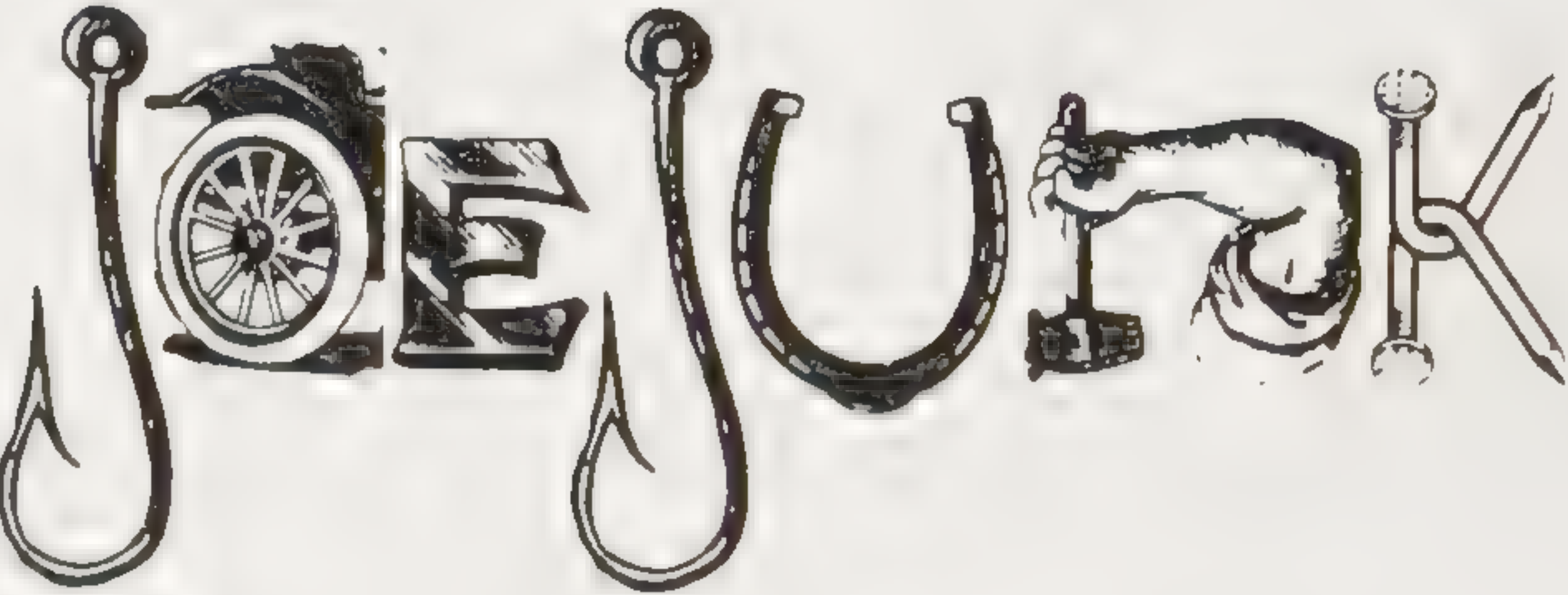
993



997



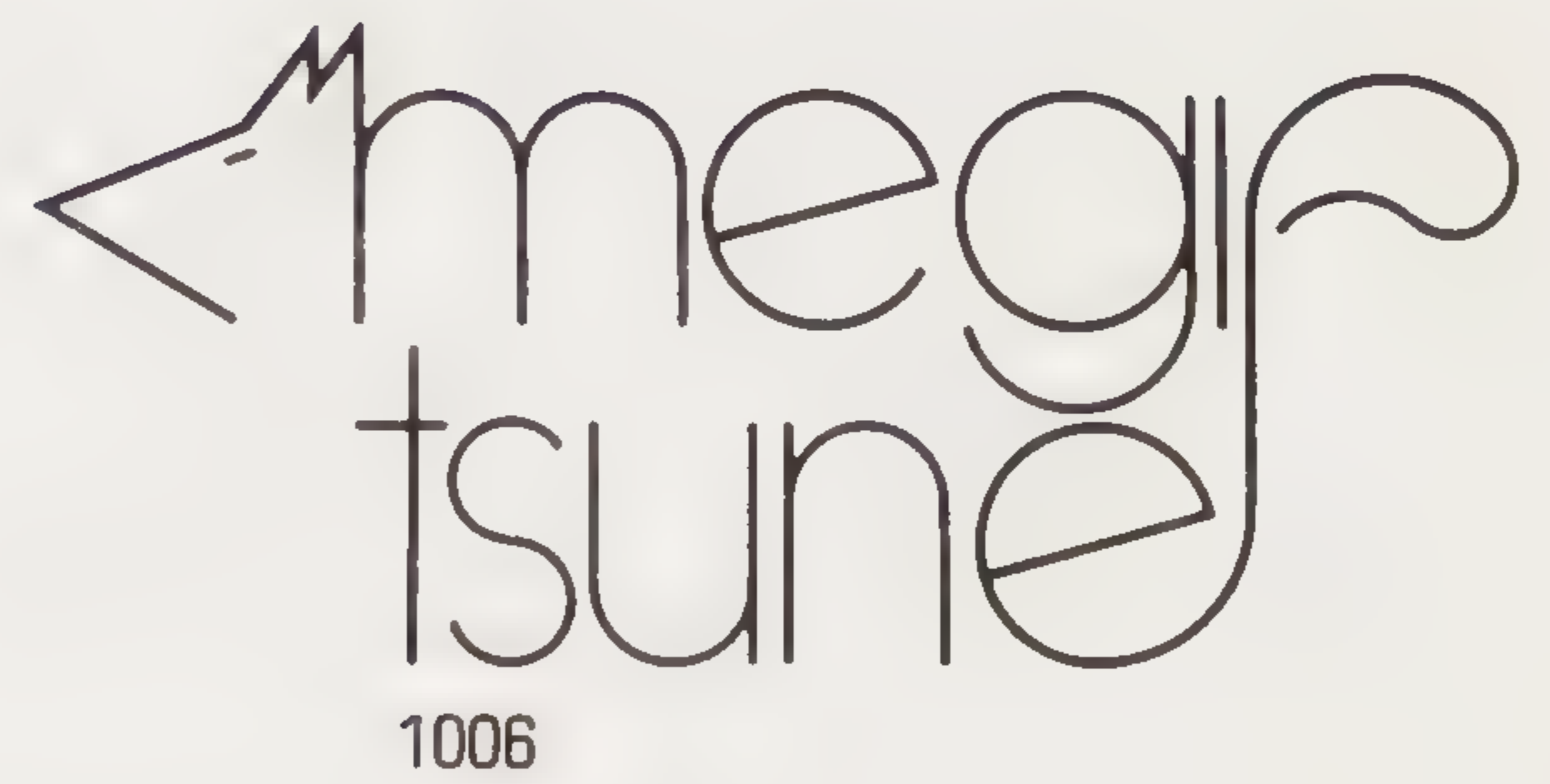
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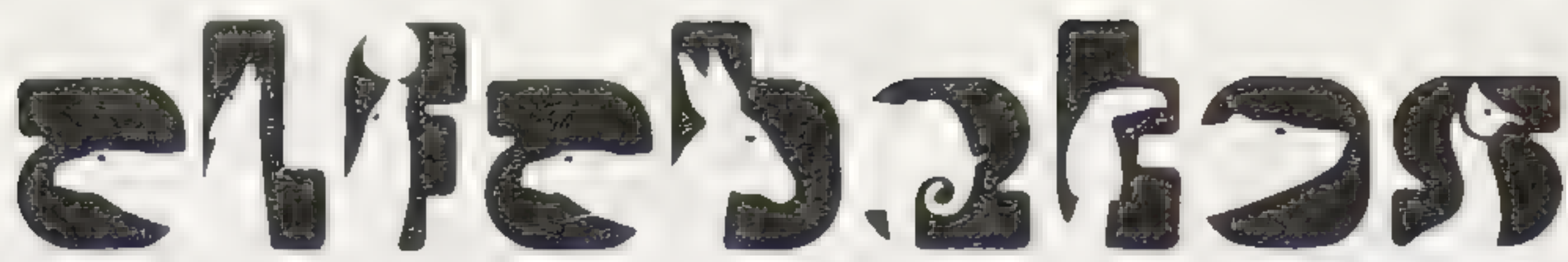


998



999





1009



1010

BRANDS, INC.



1011



1015



1012



1016



1013



1017



1014



1018



1019

tangerine

1020




STYLIST  REP.

1021

NEWHERD IN NEWYORK

1022

 SAMA

1023

MARPHA
 APPLES


1024

ALMOND PLAZA

1025

THE
 BANK

1026

FRUIT  PARLOUR
MURE

1027

KOSHII 

1028

 Spring
Special

1029



1030



1031



1032



1033



1034



1035



1036



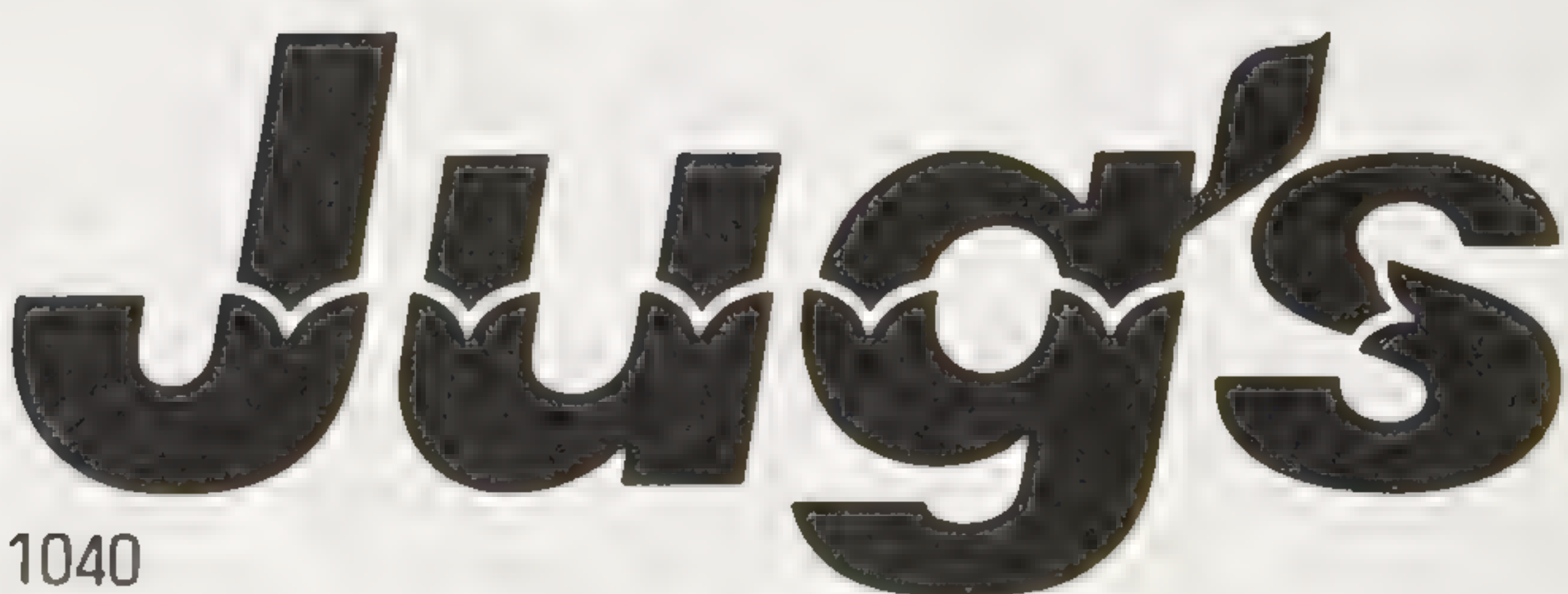
1037



1038



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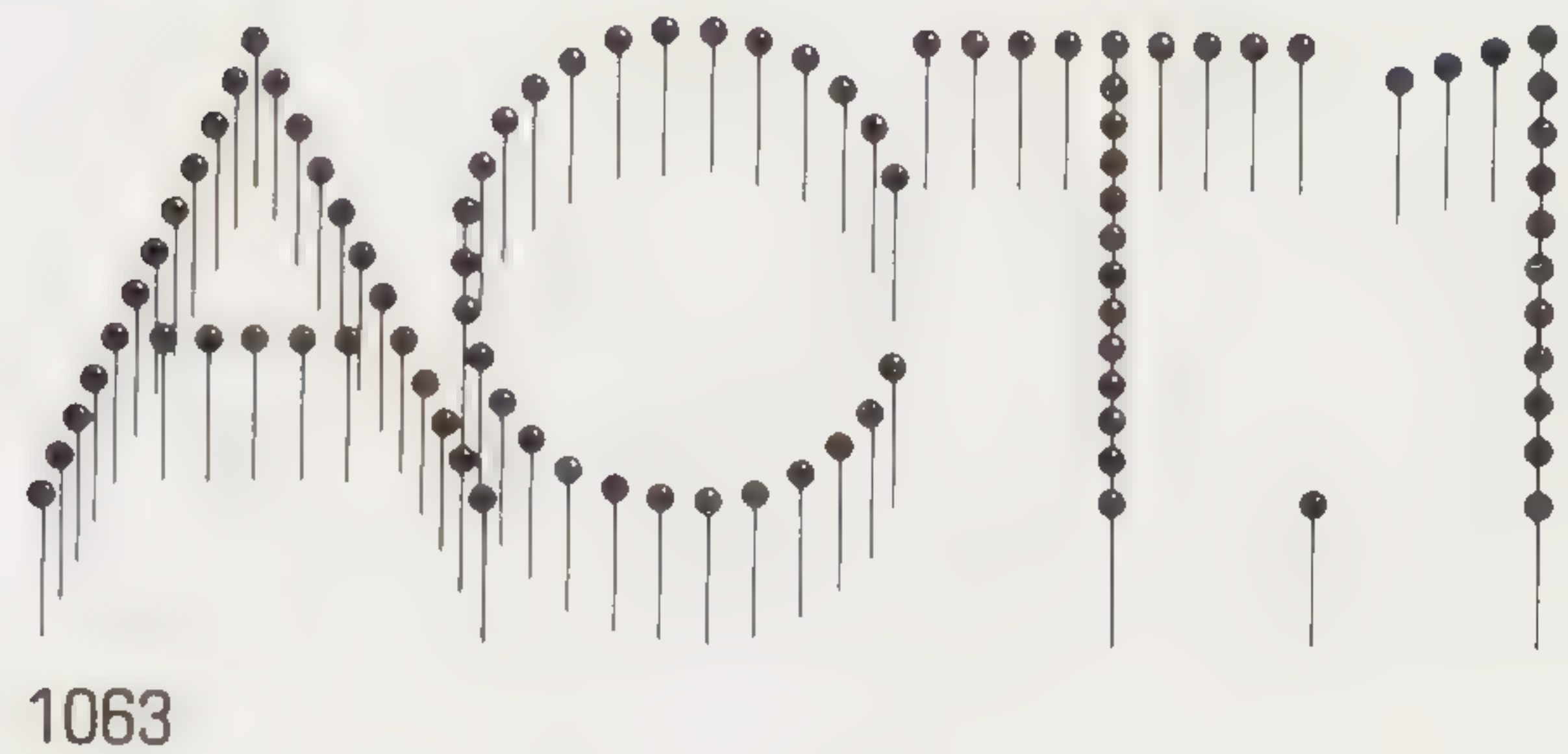
1055



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1056





1066



1067

Irish linen



**NATIONAL
CAPTIONING
INSTITUTE,
INC.**

1068



1069



1070



1071



1072



1073



1074



1075



1076

ARROW

1077



1078



TEE-UP

1081

BOL SAN ANGEL

1082

Fix'm!

1083

ad. angle

1084

MARINE CLUB

1079

SKI TRAIN

1080

ISECO

1085



1086

SHIRTIQUE

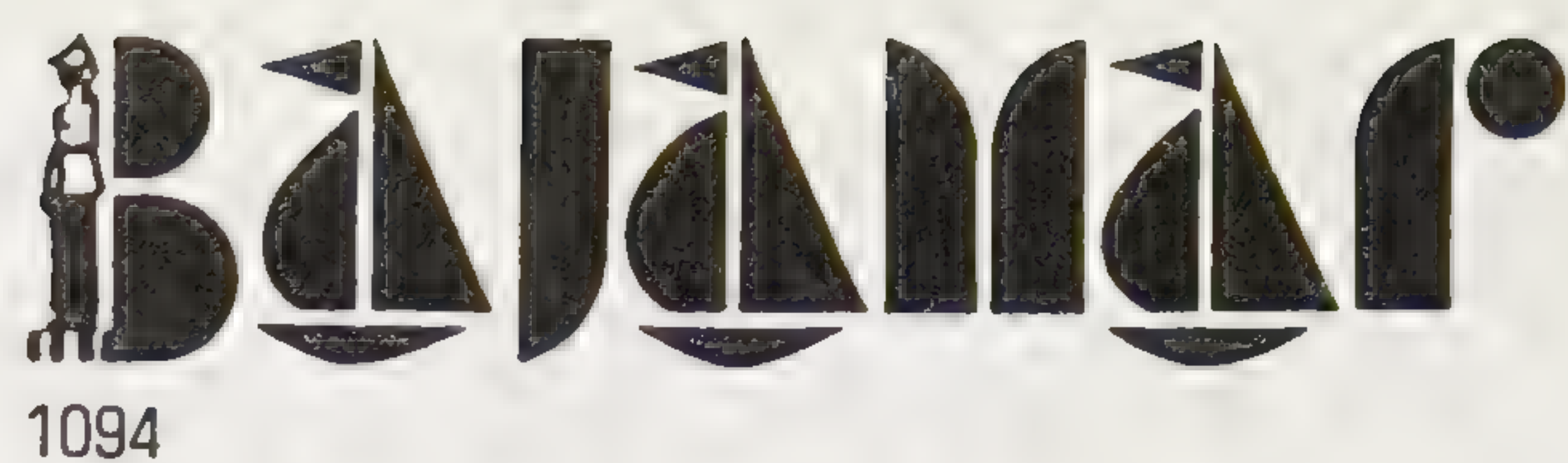
1087



1088



1089



1094



1090



1095



1091



1096



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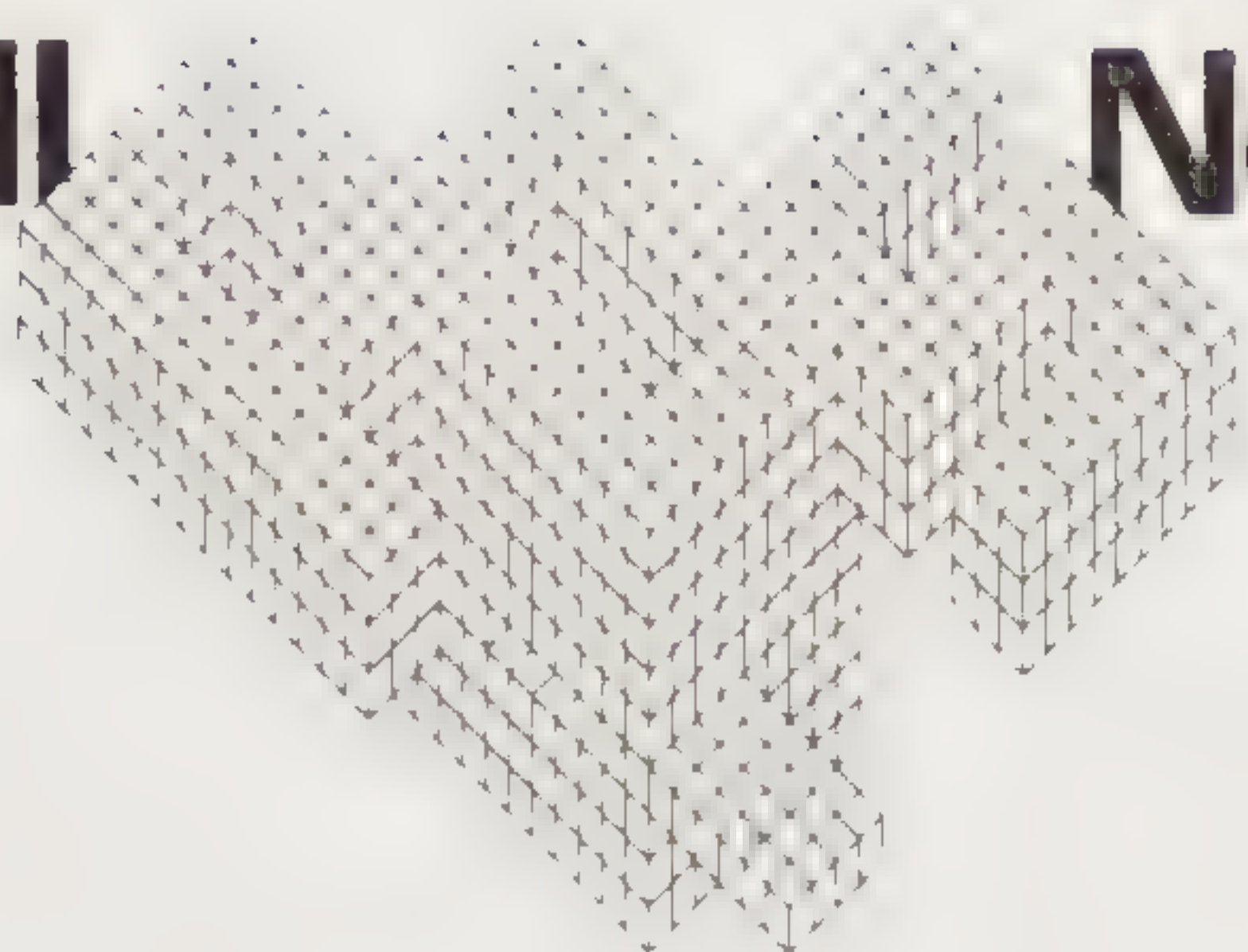
1097

MY ROAD

1098

**Resnick
Dunaevsky**

1099

Shell  **News**

1100

NEW YORK

1101

American House

1102

SITAR

1103

SOCINTER

1104

cicatrade 

1105

PANORAMA

1106



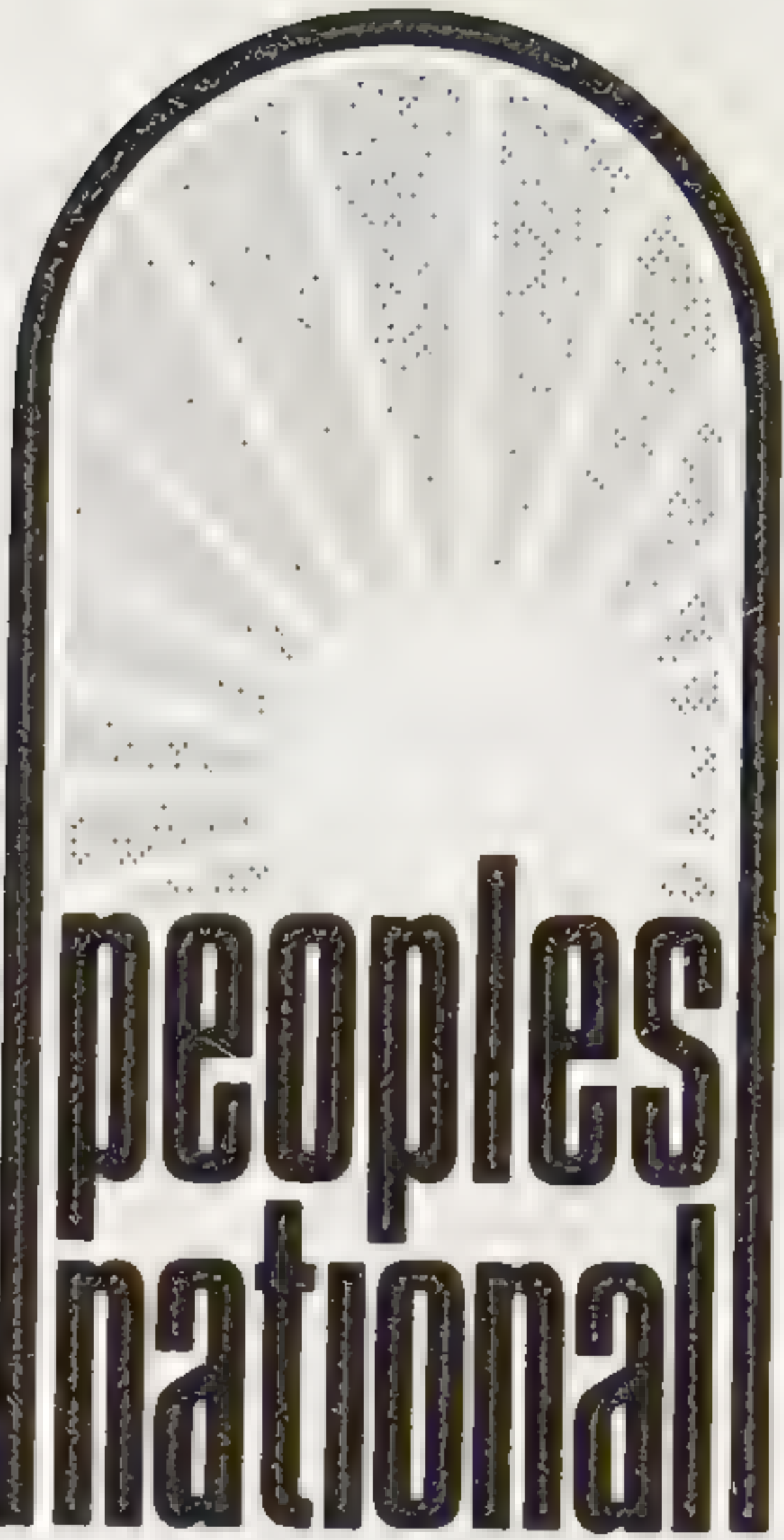
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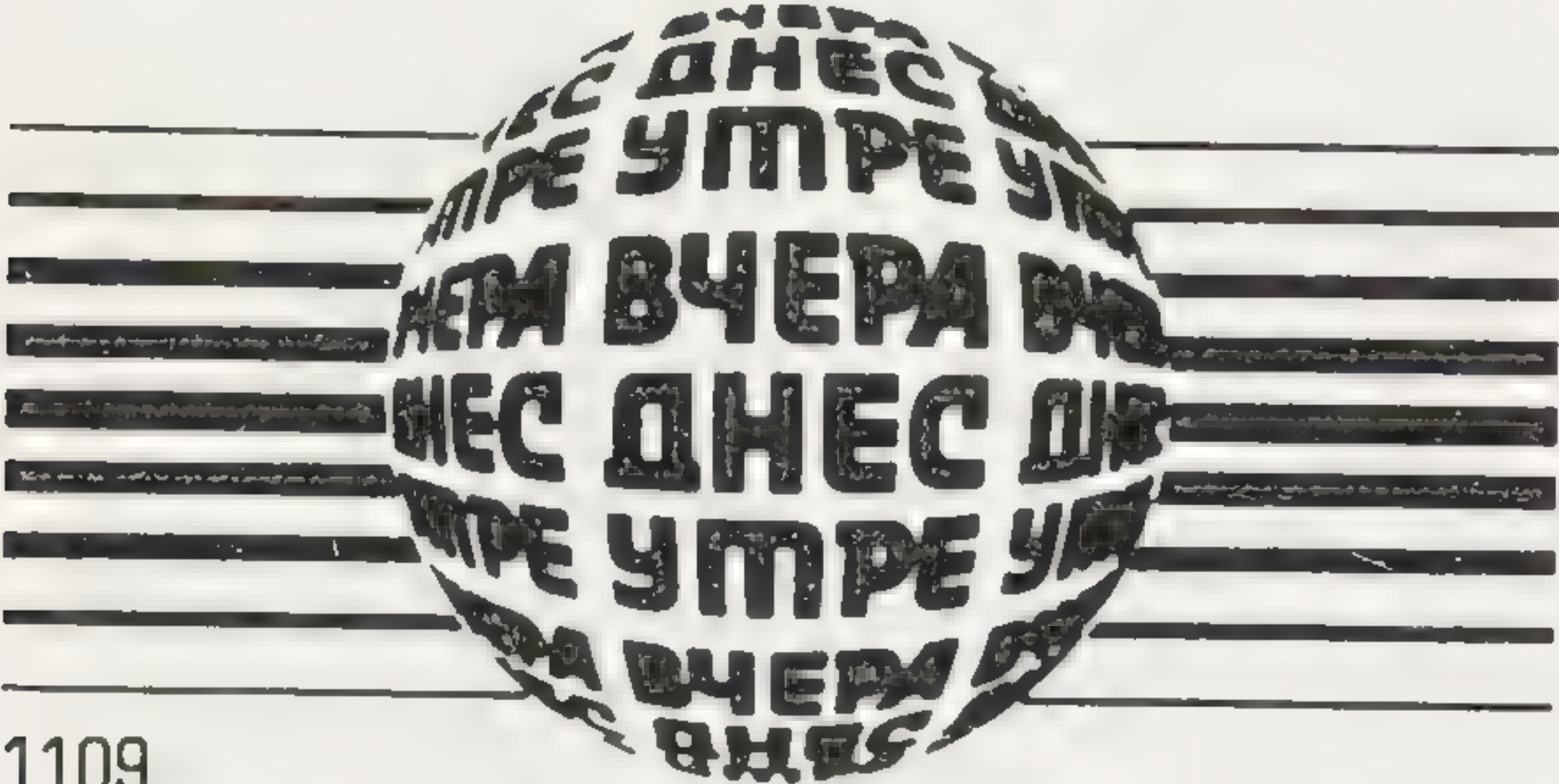
1108



1112



1113



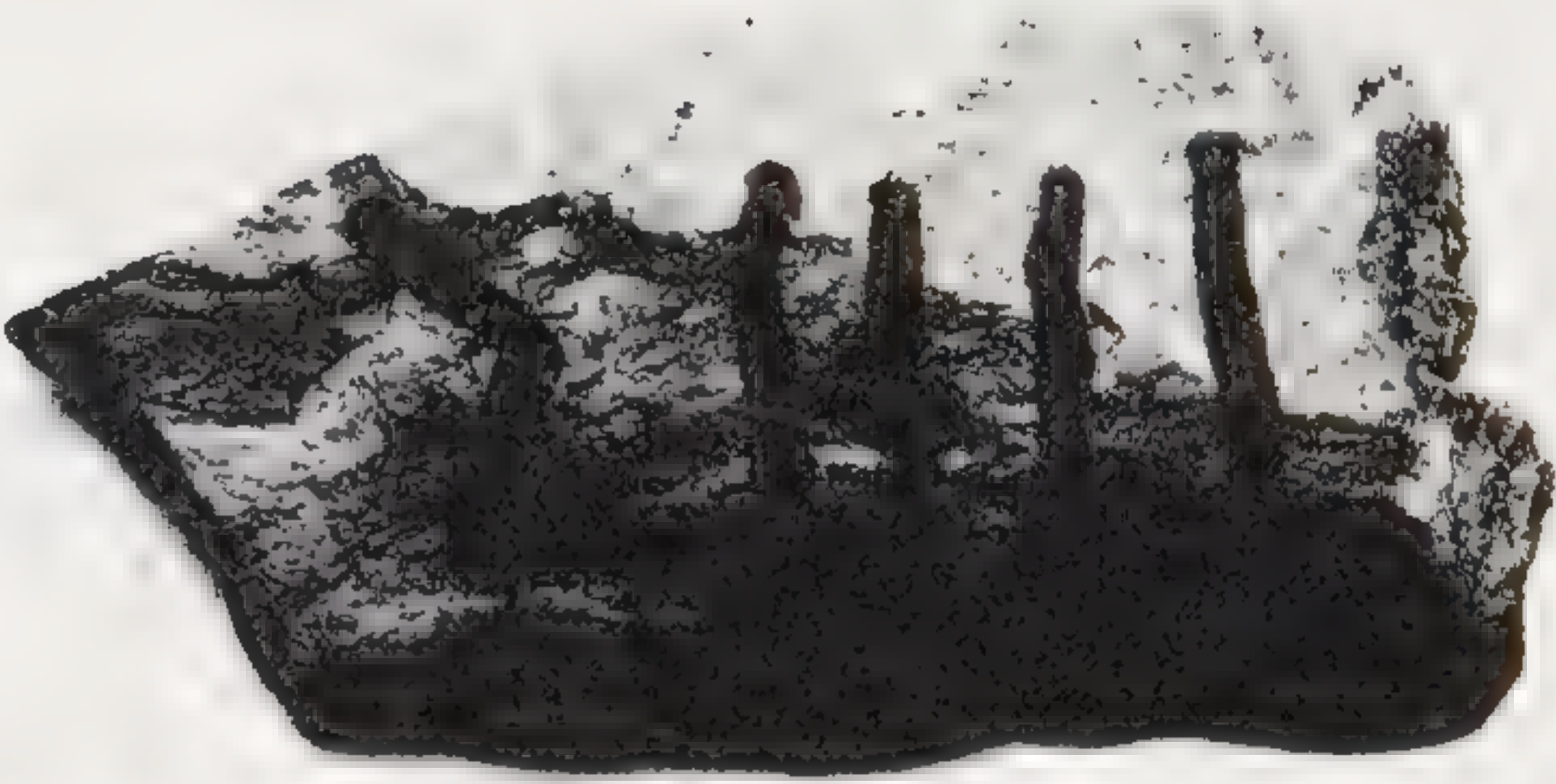
1109



1110



1111



1114



1115

provisa
SpA

1116

CINO

1117

Chantilly
シヤンティ

1122

GALANT

1118

STUDIO
LAMBERT

1123

Mañelou

1119

Witty

1120

Mickey
mouse

1124

Penny

1121

Amys

1125

METAFEA

1126

BROT HAUS

1127

Mas Cosmetics S.a

1128

ZNULC

1129



1134

sami's

1130



1135

trov

1131

RIVERO

1136

tok

1132

EXICON

1137

MON PAIN

1133

helio

1138

GOLLER 

1139

PICNÍQUE

1140

HARIO

1141

OFFSHOOT

1142

AEROTOPO

1143

Hello City

1144

Lukubu

1145

Happytree

1146

THEROS

1147

ORIVEO

1148

CoPiCoPi

1149

Whip&Whip

1150

mojuran

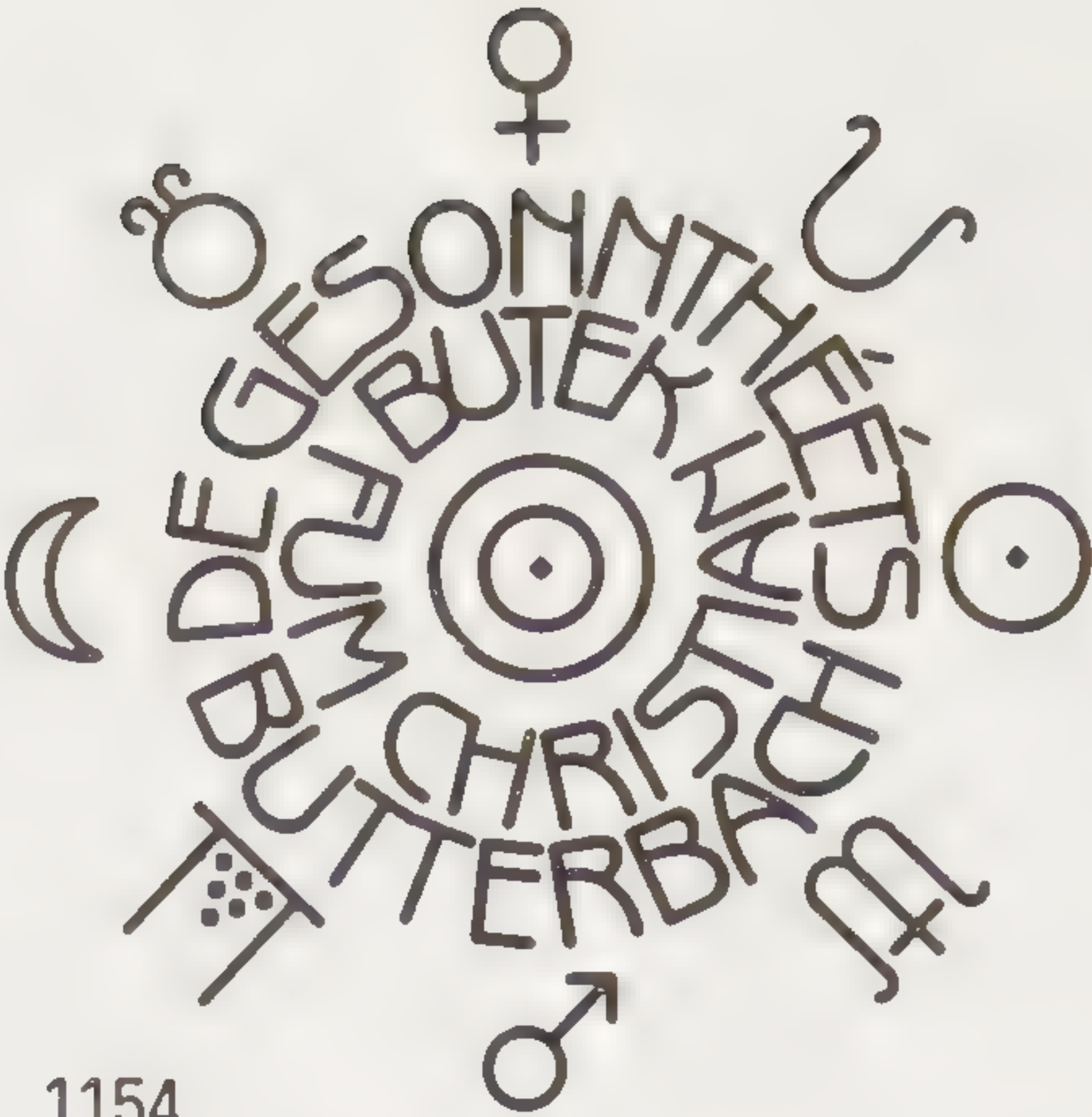
1151

popstitch

1152



1153



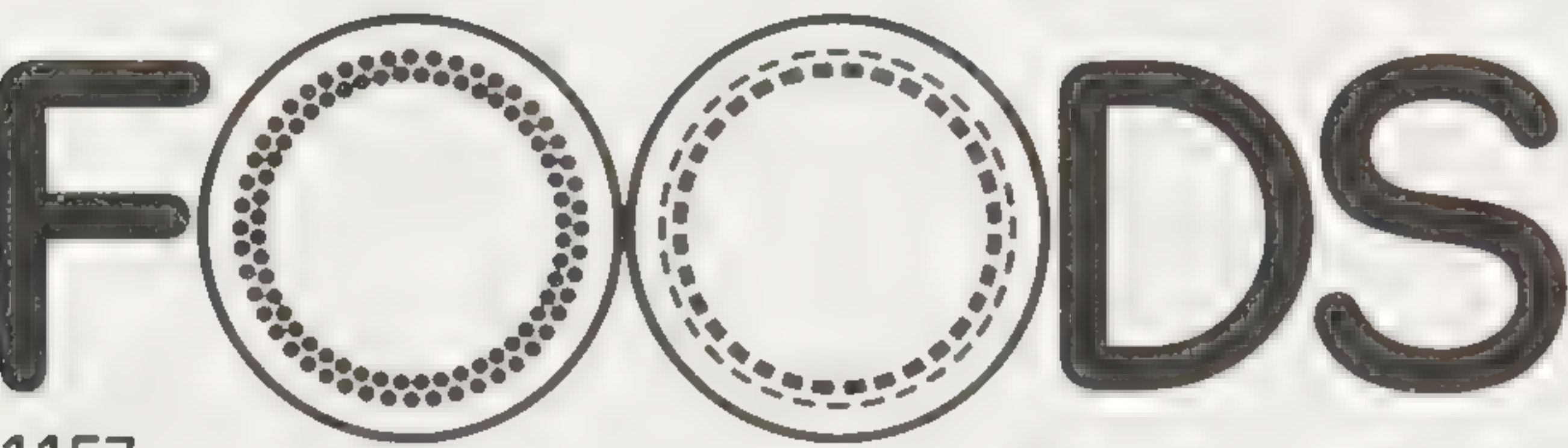
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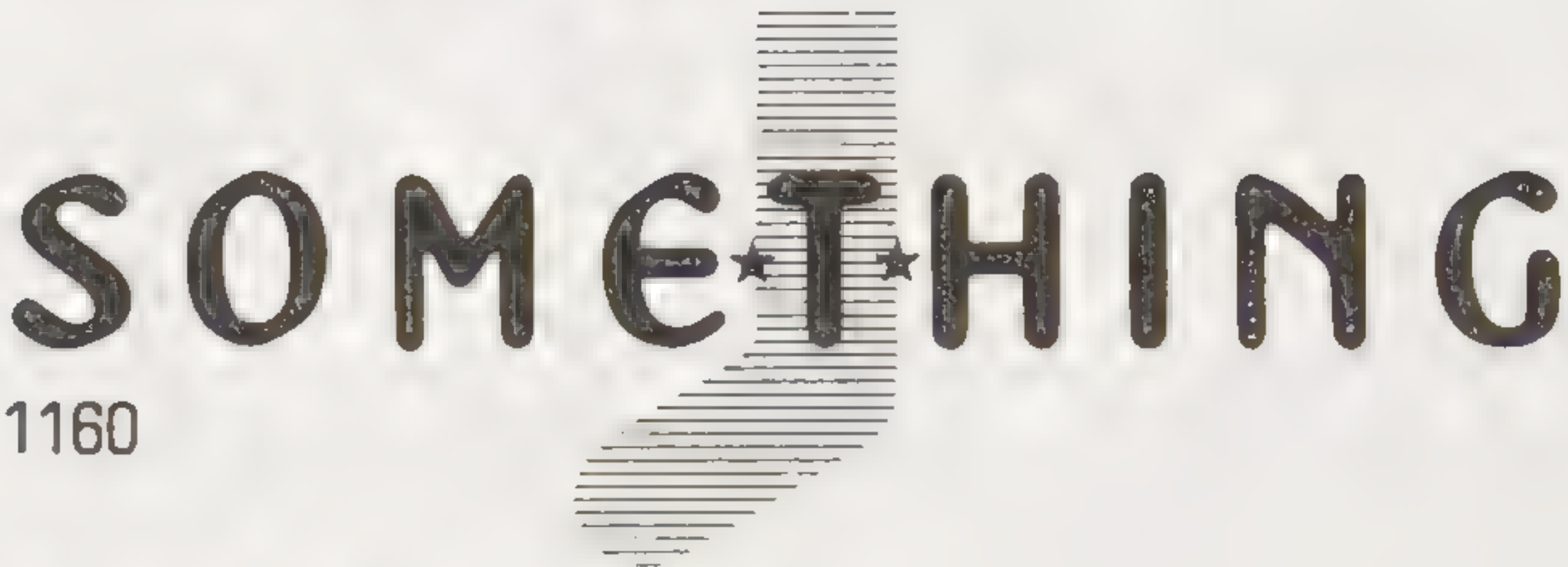
1155

BUMMMBLE+ BUMMMBLE

1156



1157



1160



1158



1161



1159



1162

creation-book·mini

1163

Smile to smile

1164

Poy Poy

1166



1165



1167

dyslexia

BOLTON & DISTRICT DYSLEXIA ASSOCIATION

1168

Check & Save

1169

CRISTO

1171

ST. STEPHEN'S

1170

EUROPEAN

1172

OKAHASHI

1173

TOKAI TV PROMOTIONAL
LITHOQ SERIES

1174

SUPER NIKKA

1175

LIVING FASHION
YELLOW HOUSE

1176

R.nubo

Remote control New Unique Body Object
1177

ULTRA
Bauzentrum

1178

come for a chat
ALBION
SANDWICH and TEA GARDEN

1179

BACK DOOR
ART GALLERY 21 SOUTH MOGER AVE / MT KISCO NY (914) 666-6064

1180

Snack & Café Lounge
HERMES
24
LUXE

1181

Baglow
Harris West &
partners

1182

KISKADEE
FABRICS Ltd.

1183

MILLS
WALLS &
ALAN

1184

Le monde
enchanteur
des chevaux

1185

71802 mai

PePe

1186

stick
it.

1187

P
PARK REÁL

1188

RAP'S
CAFÉ LOUNGE

1189

ZAVAS

1190

Jolo

1191

media
news

1192

OMNI

1193

Success

1194

WBEZ
91.5fm

1195

SLICK

1196

J PRICE

1197

ALMARNON

1198

YASUKO
AGAWA

1199

TEQUILA.

1200

GIN.

1201

WINGS

1202

ICHIRINO
KOGEN HOTEL

1203



1204

I.M.T. CORP.

1205

WORLD PLAN

1206



1207

SNACK
SHENDY

1208

Maryland
Bible
Society
THE BIBLE HOUSE

1209

Mid★America
Federal

1210



1211

TopLand

1212

FRISKOTKET

1213



1214

SCORE

1215

ALOS

1216

Doji House

1217

GUTHMANN

1218

BRÆGEN

1219

CREDICARD

1220

1221
SOCIETY OF THE DEAF
apsd
PROFESSIONAL

1222
CITY OF
EVANSTON
ILLINOIS

1223
Shiko

1224
PHAROS

1225
Sequoia
FINANCIAL CORPORATION

DEMI
SAISON

1226

Juel Verité Ohkubo

1231

Lucio Viezzoli & C

1232

Ward Howell

1233

1227

Galaxis

1234

ART as applied
to medicine

1235

SAISON

1228

HANAE MORI
INTERIOR FABRICS

1229

Salle Pleyel

1236

...ing.

1230

30
posters

1237

GALLERY

1238

ANRL

CAFÉ-TERRASSE

LUMIÈRE

1239

Rose moon

1240

Importer

1241

STARS

1242

Snow Vest

1243

ROYAL
COURSE

1244

RHINE
CELLAR

1245

CANARDEAUX

1246

COLLECTION
SOFIERE

1247

Danaë

1248

Again

1249

BERNARD'S

1250

mcSister

1251

RECORD SHOP

ARS

1252

Vert
Ohsho Chlorella

1253

Salita

1254

Knit

1255

mom

1256

TOJOS

1257

*The
Tournament*

1258

STRASSEI'S

1259

Musika

1260

*Family
gift*

1261

ARCHIA

1262

Alitalia

1263

MASAKAZU TANABE

1264

HAUS DIETLER

1265

Instituto de Análise
de Comportamento

1266

MAISON
de
FRANCE

1267

HOBBIES &
MODELS

1268

CUP
NEEDLE
CHICKEN
NOODLE
チキンヌードル

1269

Quiso

1270

THE CLUB
AT THE WORLD
TRADE CENTER

1271

LES
B O U T I Q U E

1272

5¢
1928-1978

1273

Greengrass Gallery

1274

JUGY'S
KITCHEN

1275

Port Harbor
Condominiums

1277

PLENIBLE
ON SNOW

1276

Brutus
Brothers

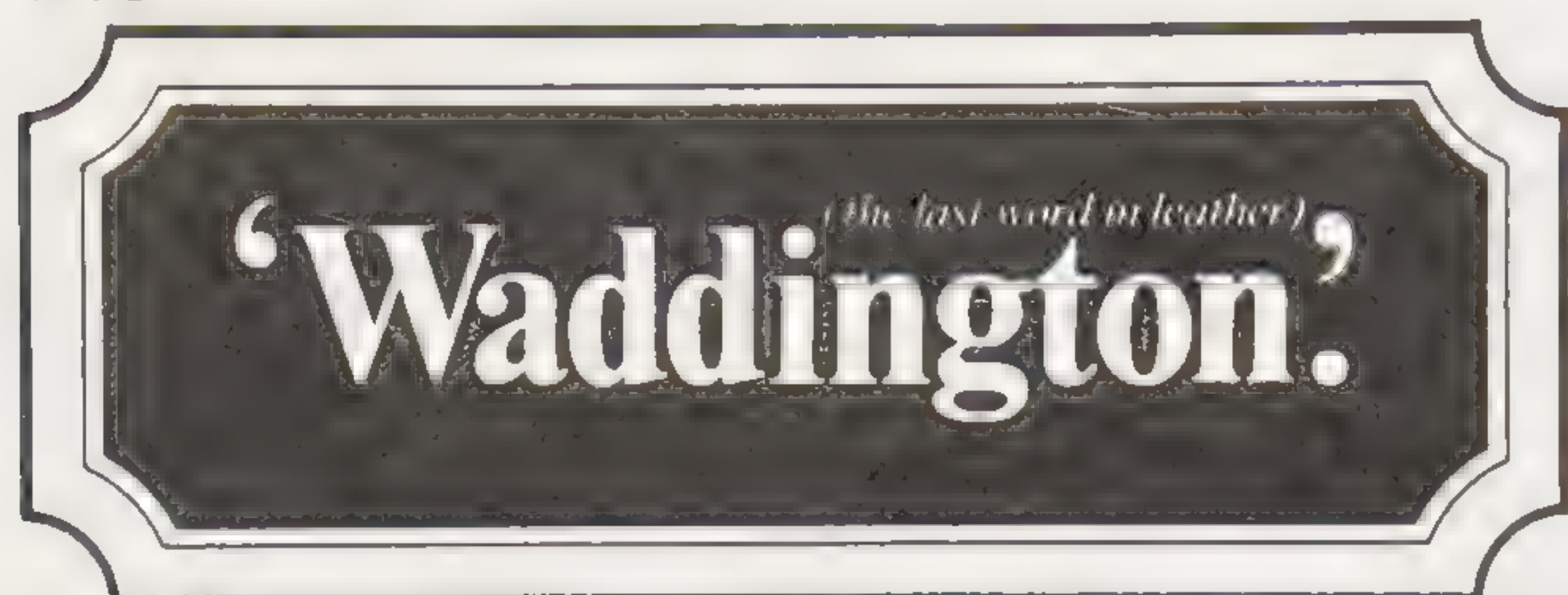
1278



1279



1284



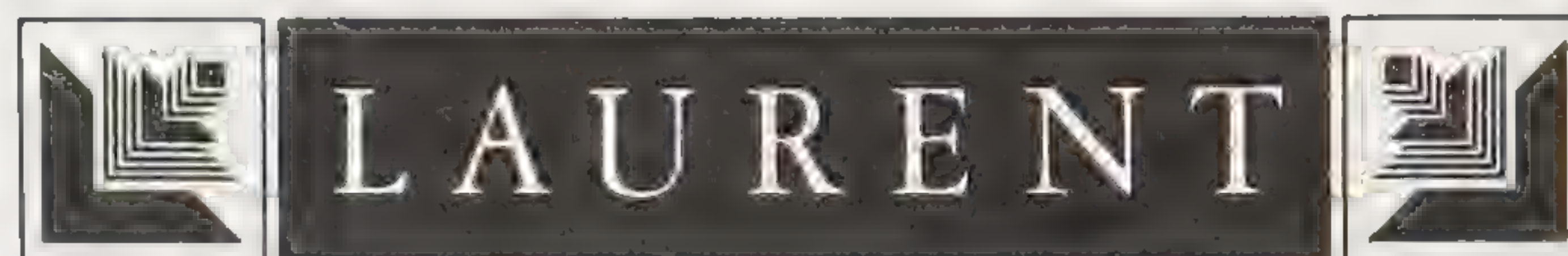
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1285



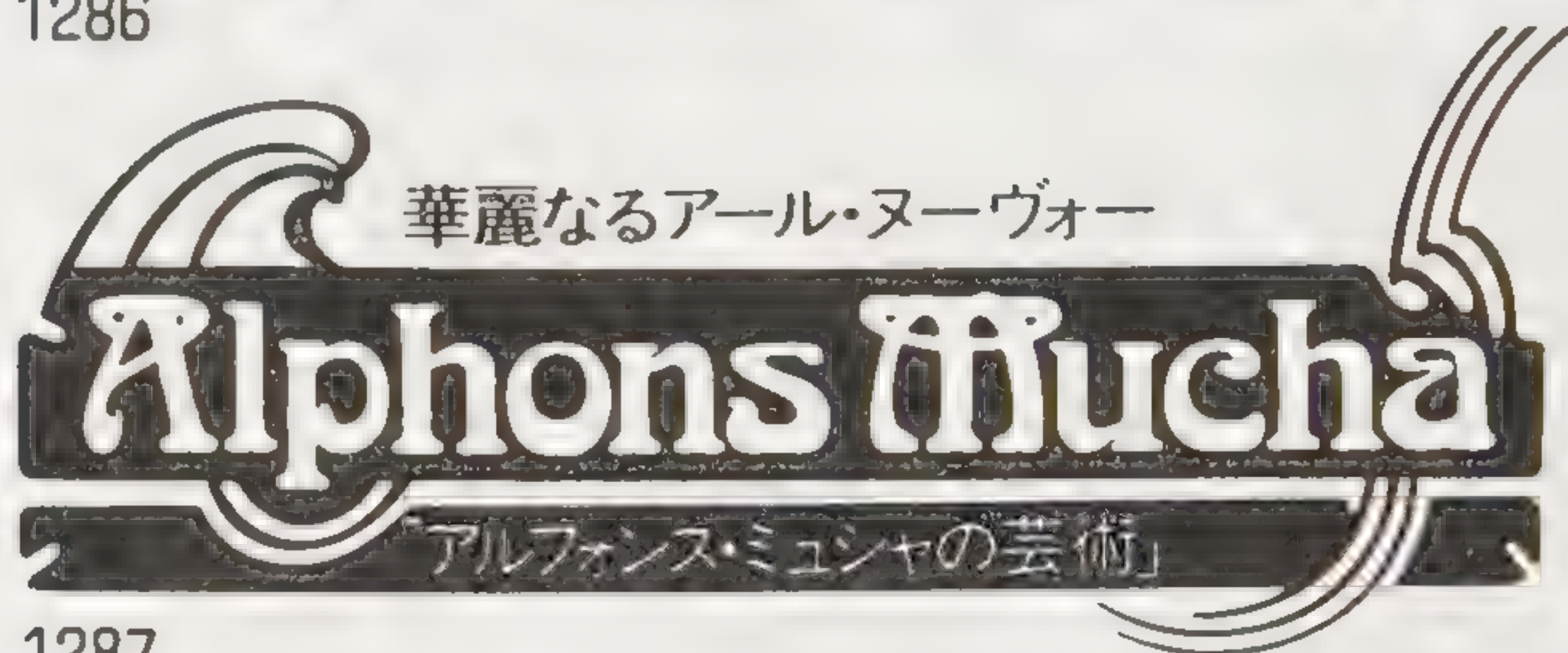
1281



1286



1282



1287



1283



1288



1289



1290



1297



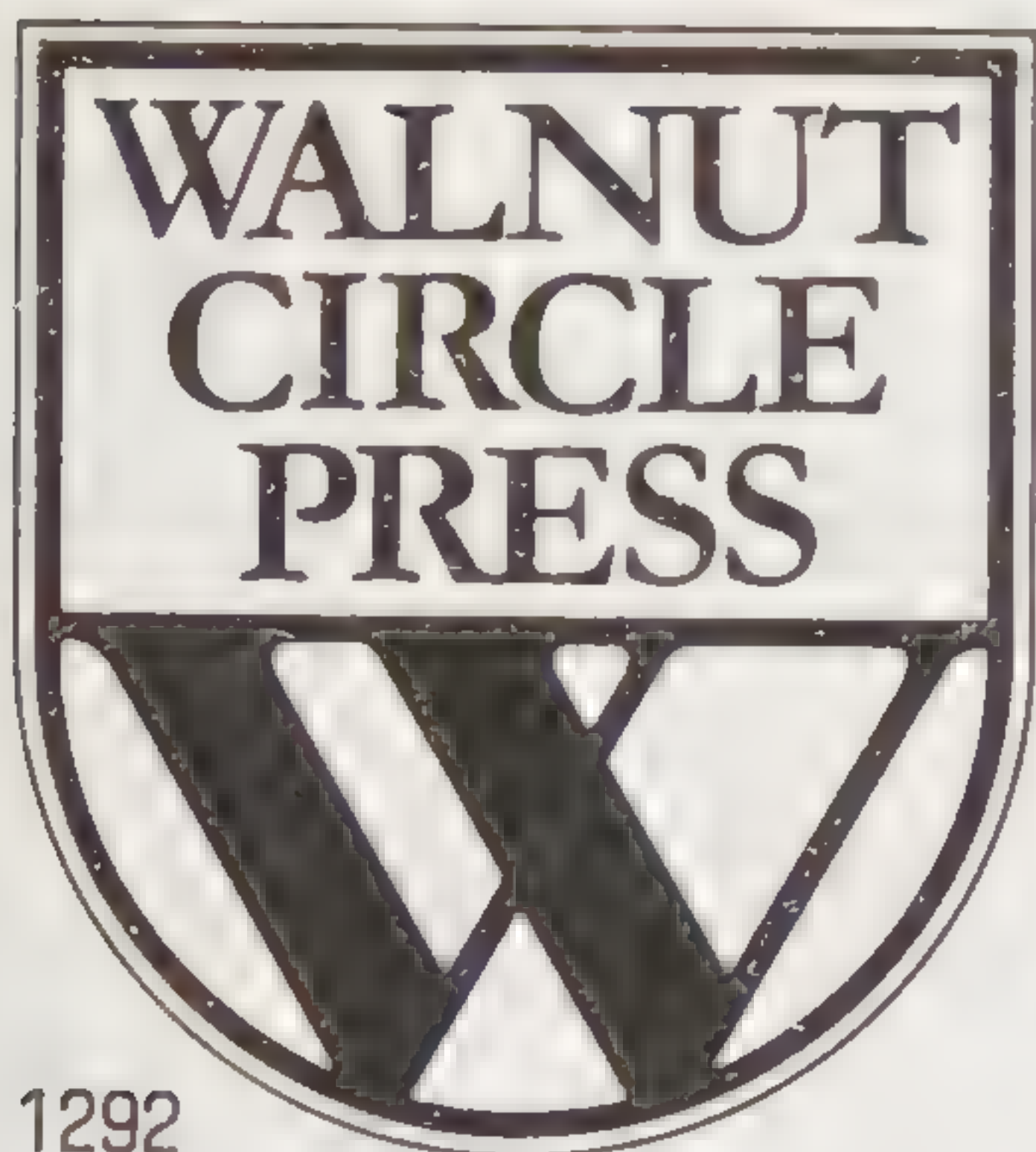
1291



1294



1298



1292



1295



1299



1293



P R I N T E R S
1296



1300

R·U·G·G·E·R·O
R·A·I·M·O·N·D·I

1301

NEVILLE-
SARGENT
GALLERY

1302

The *Design* Index

1303

Swing
music • pub

1307

infomar

1308

BOLLA
Brut

1304

The
Heat
Machine

1309

HAUTE·AYER

ADVERTISING · PUBLIC RELATIONS

1305

SATURNIA

1310

EARLY ON

1306

BECHET'S

1311

ATALLA

1312

D'Velvet

1313

eves eve

1314

H O T E L
EDEN ROC
MIAMI BEACH

1316

ZOETROPE STUDIOS

1315

METAL
RESTAURANT & BAR

1317

DOLLAR
\$ STOCK
JOURNAL

1318

PAPER
FOR
PENS

1320

JAZZ!
LIVE • FROM • TROLLEY • SQUARE

1319

MYCITY

1322

Preview

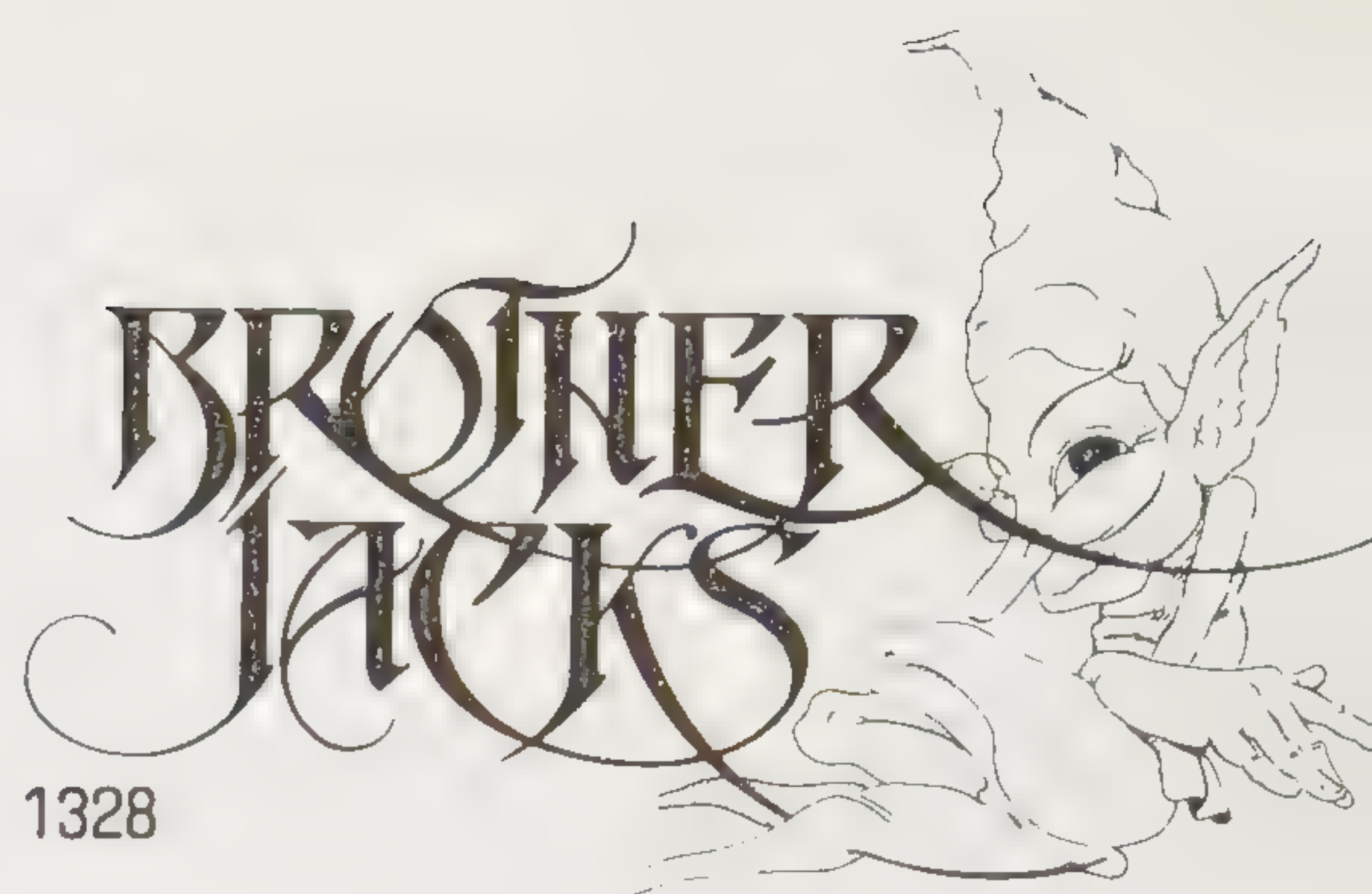
An Educational Publication from Instructional Media Services

1321



Rudi's Country Kitchen

1323



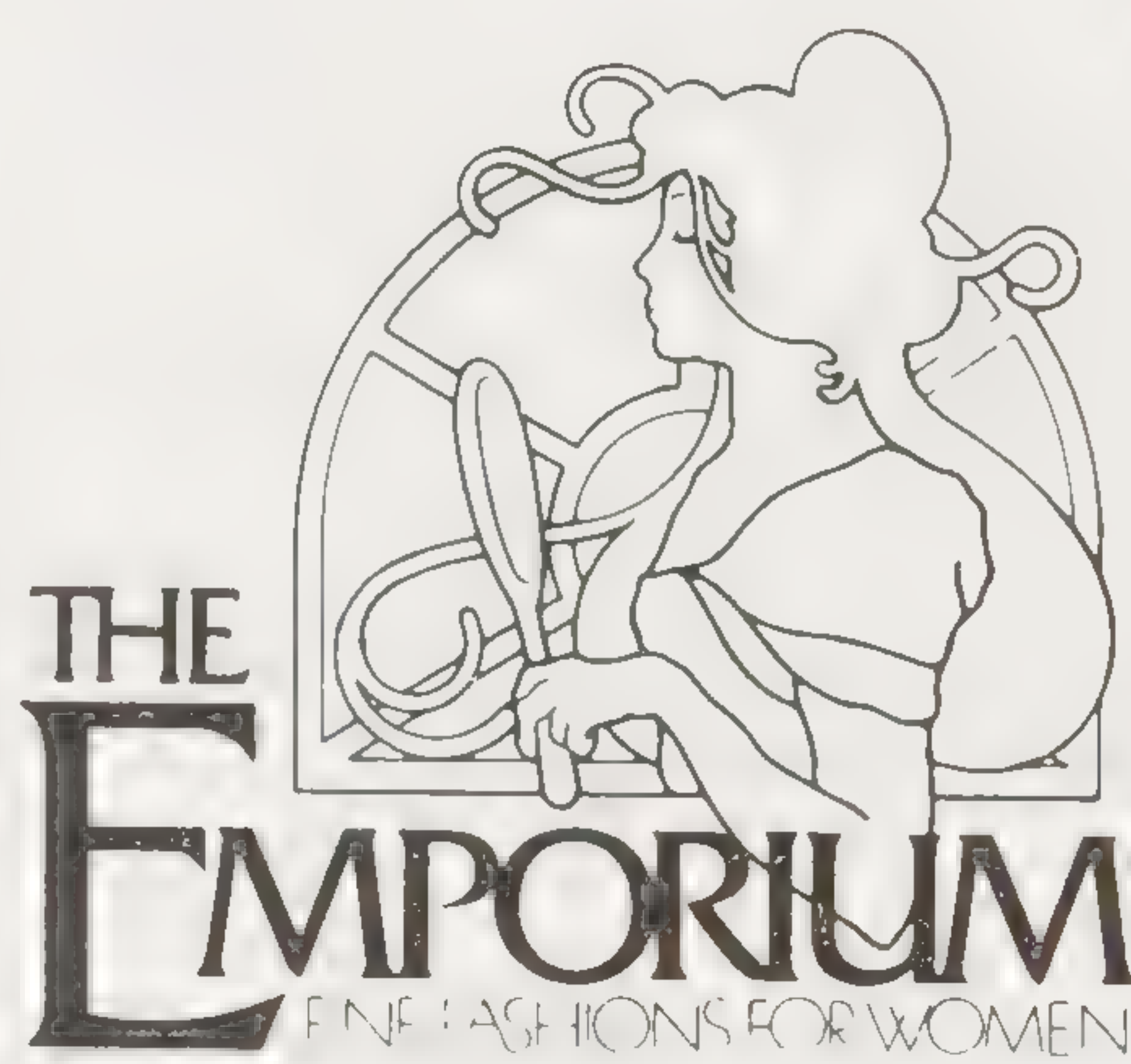
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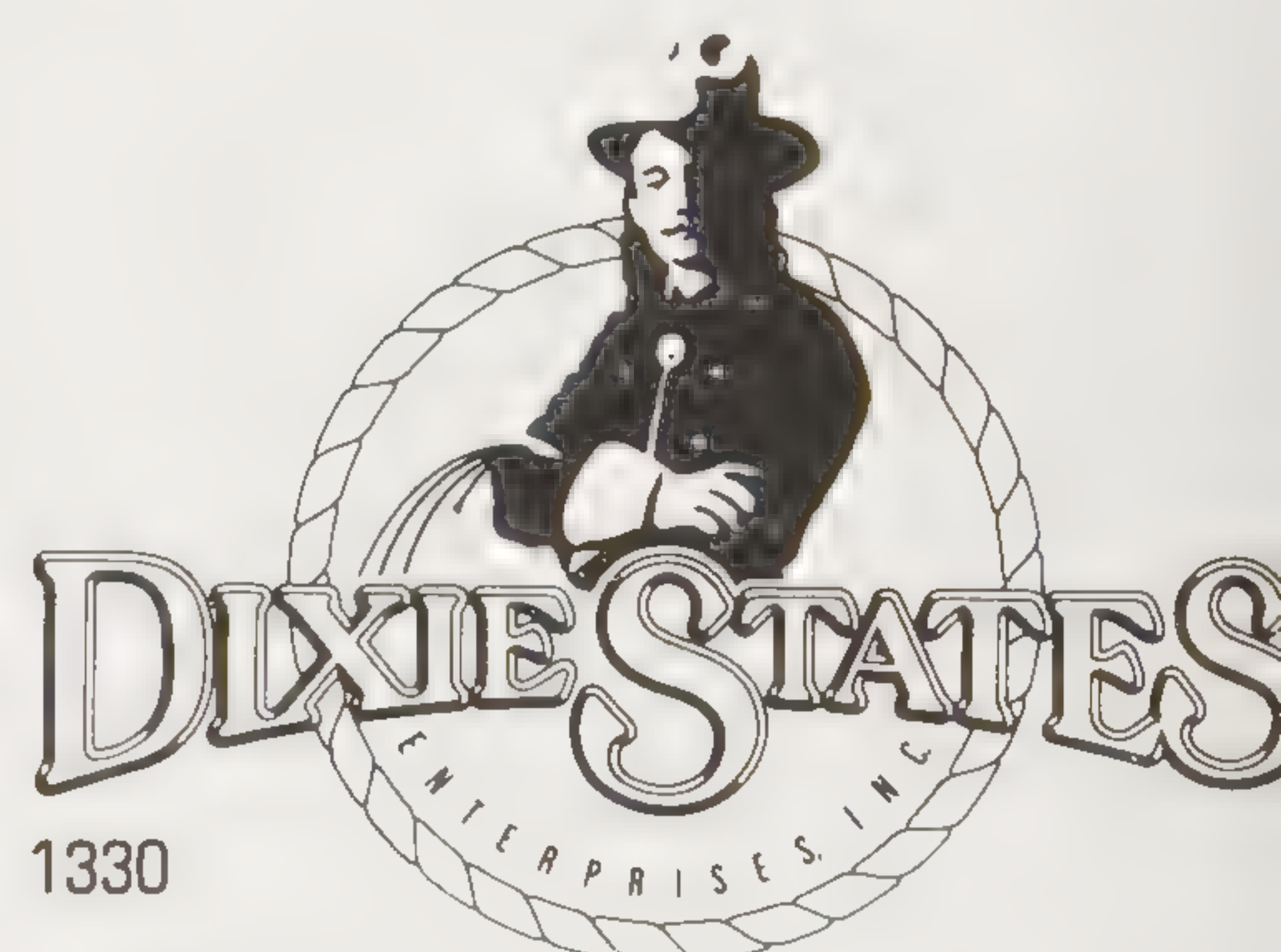
1329



1324



1326



1330



1325



1327



1331



1332



1333



1334



ROBBA

1335



1336



1337

SHIGEO
KATSUOKA



1338



1339



1340



1341

RESTAURANT & PUB



1342



1343



1344



1345



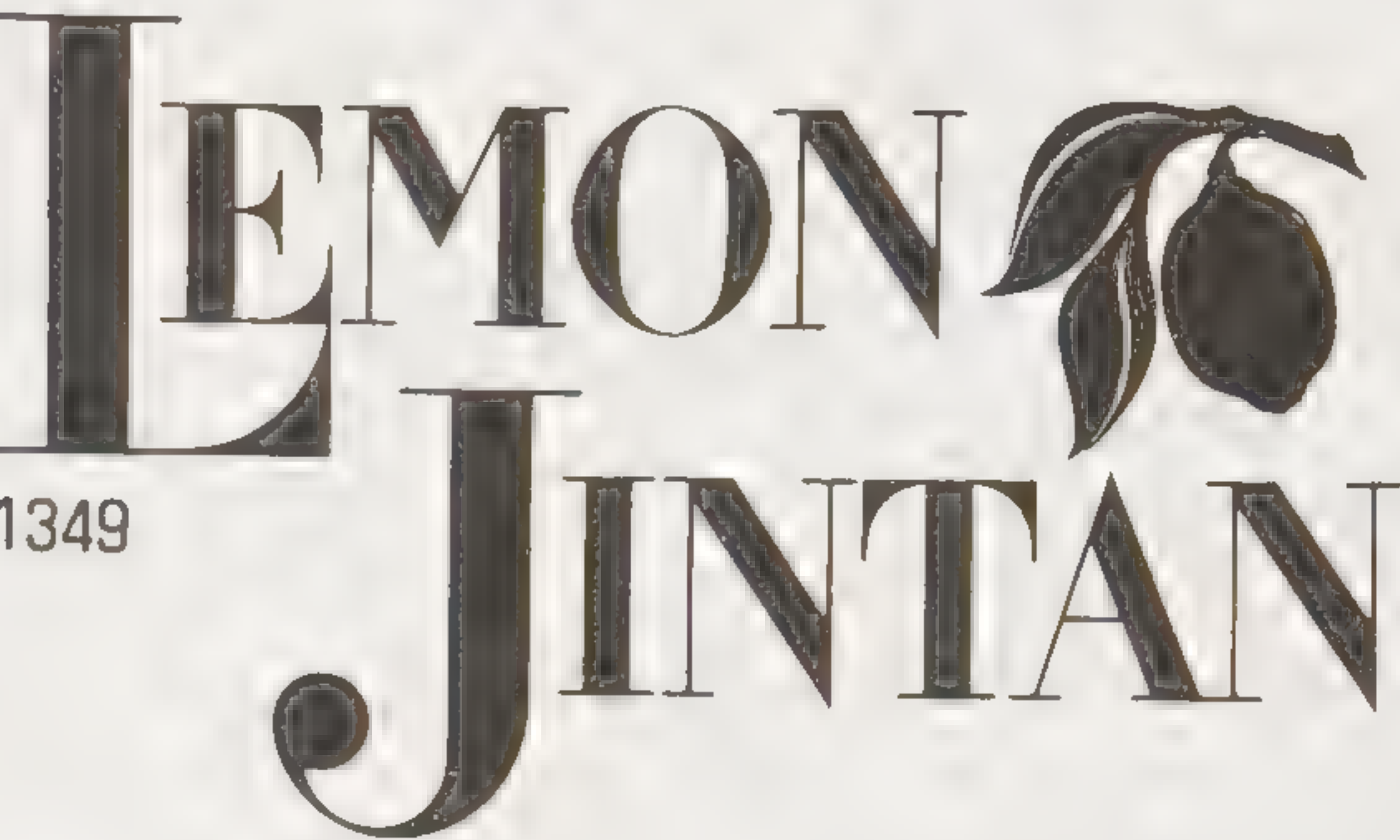
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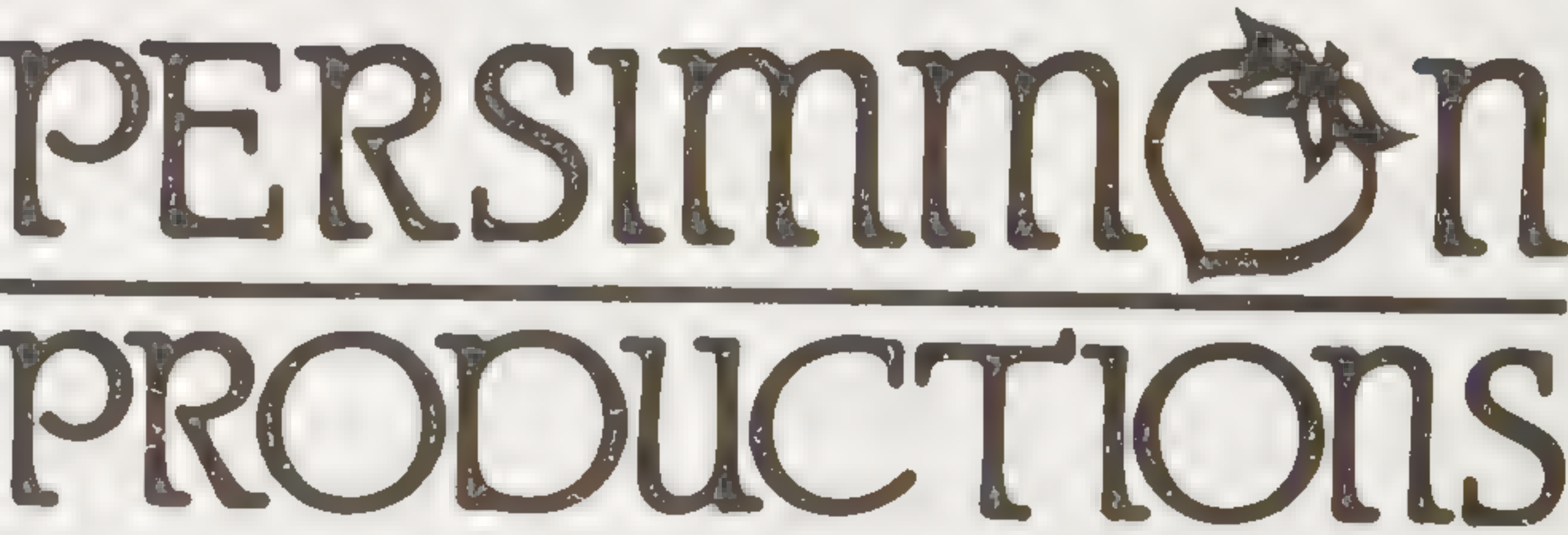
1347



1348



1349



1350



1351



1352



1357



1358



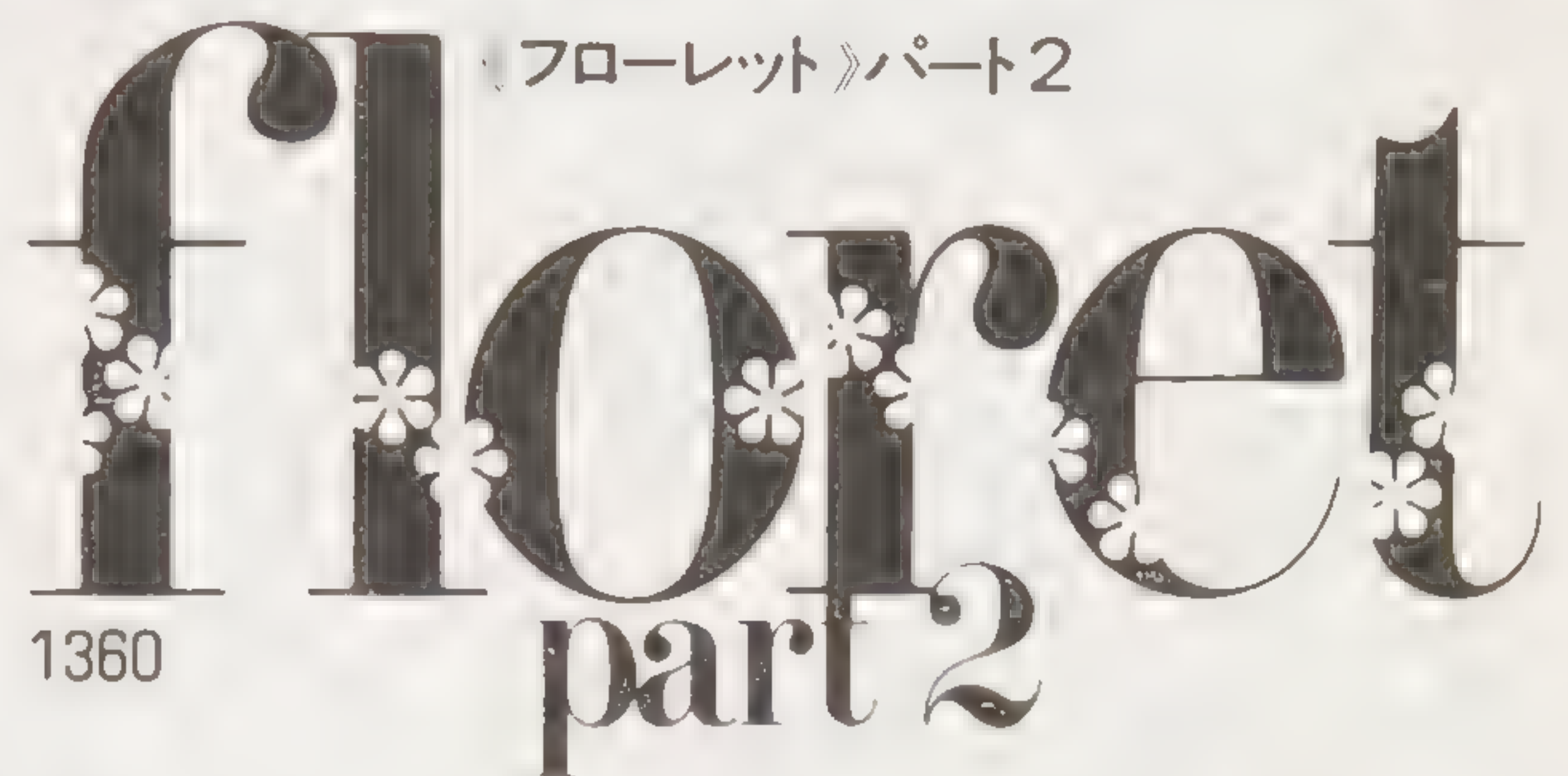
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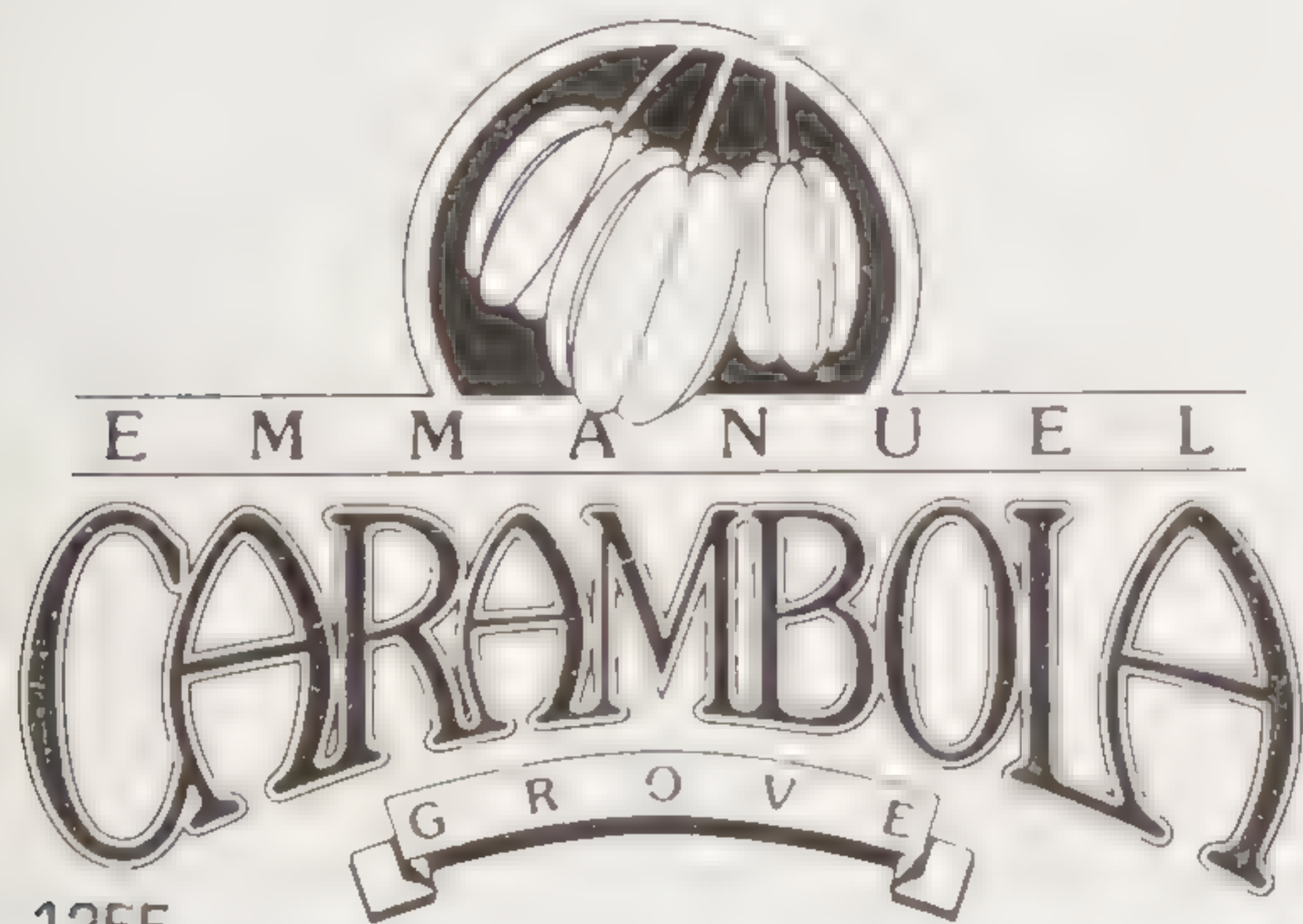
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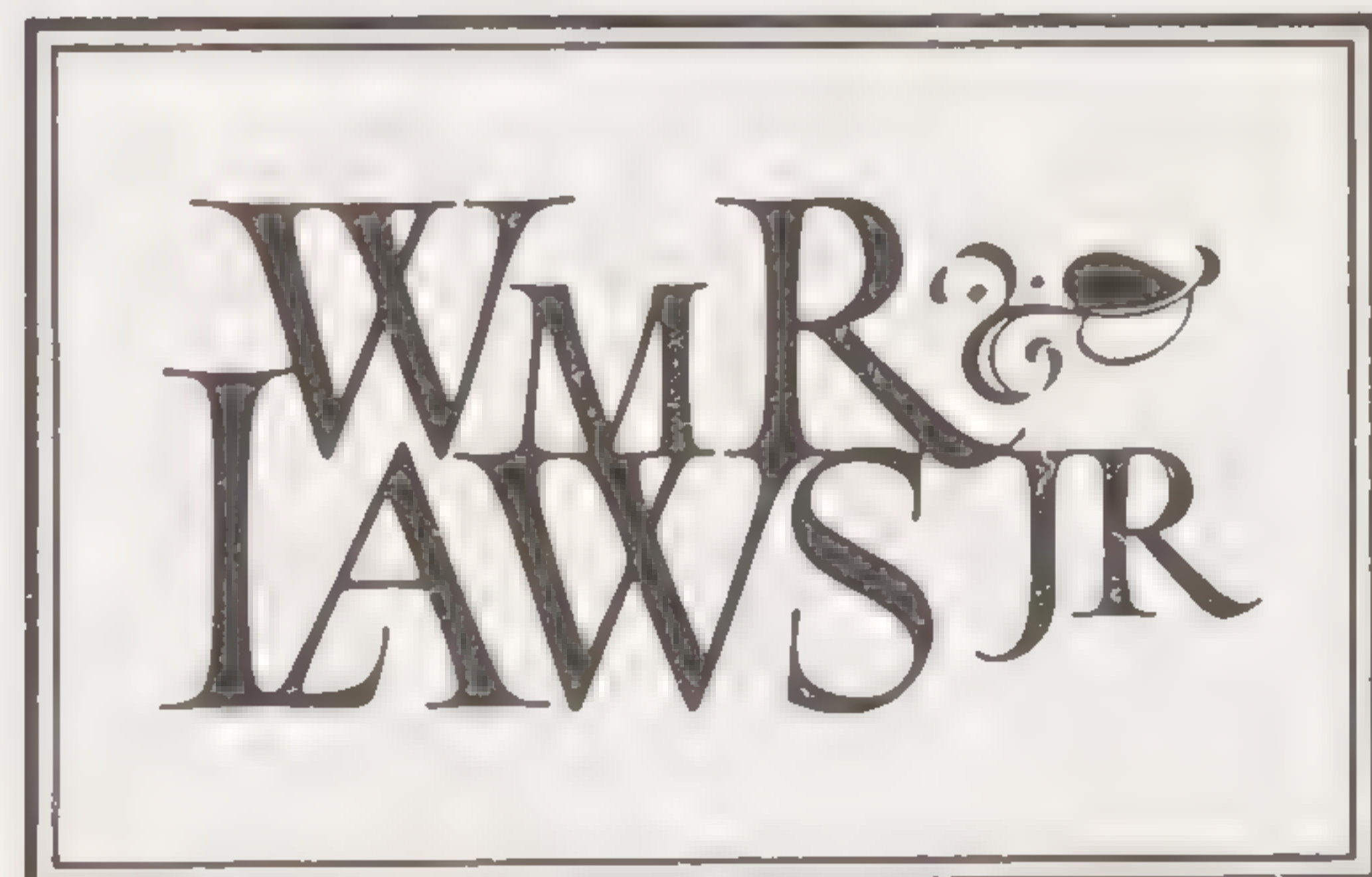
1354



1360



1355



1361



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1362



1363



1364



1365



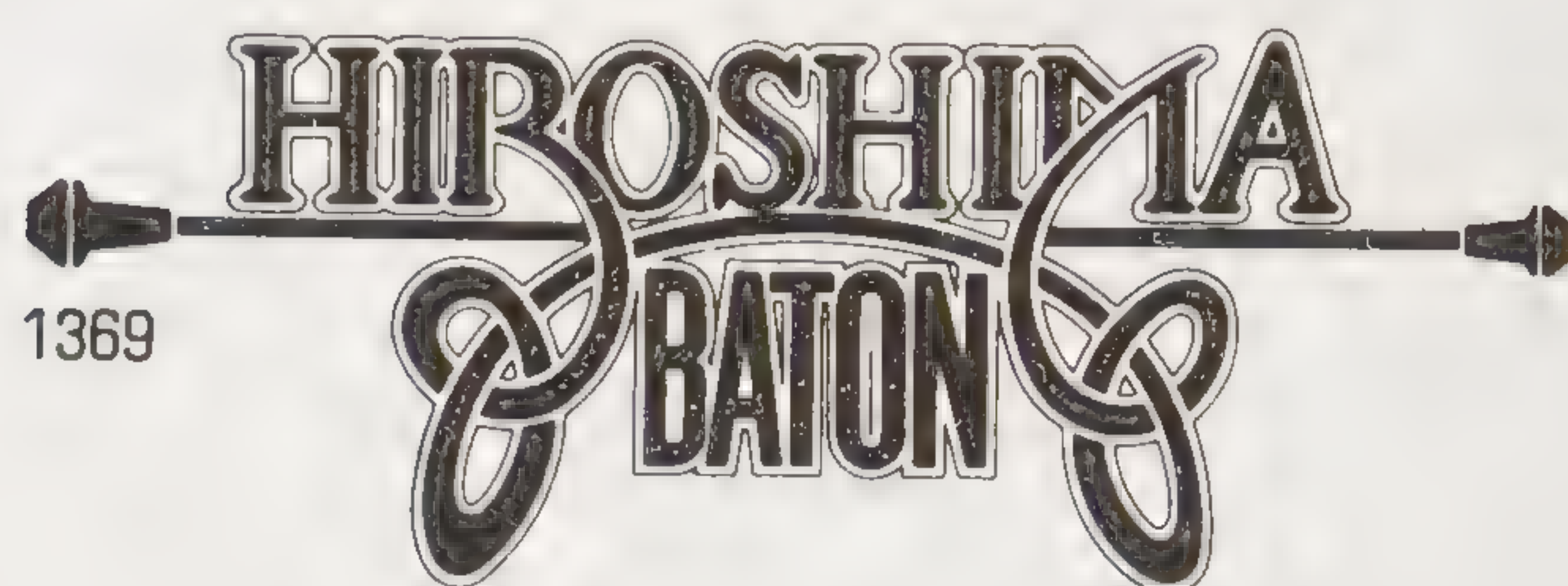
1366



1367



1368



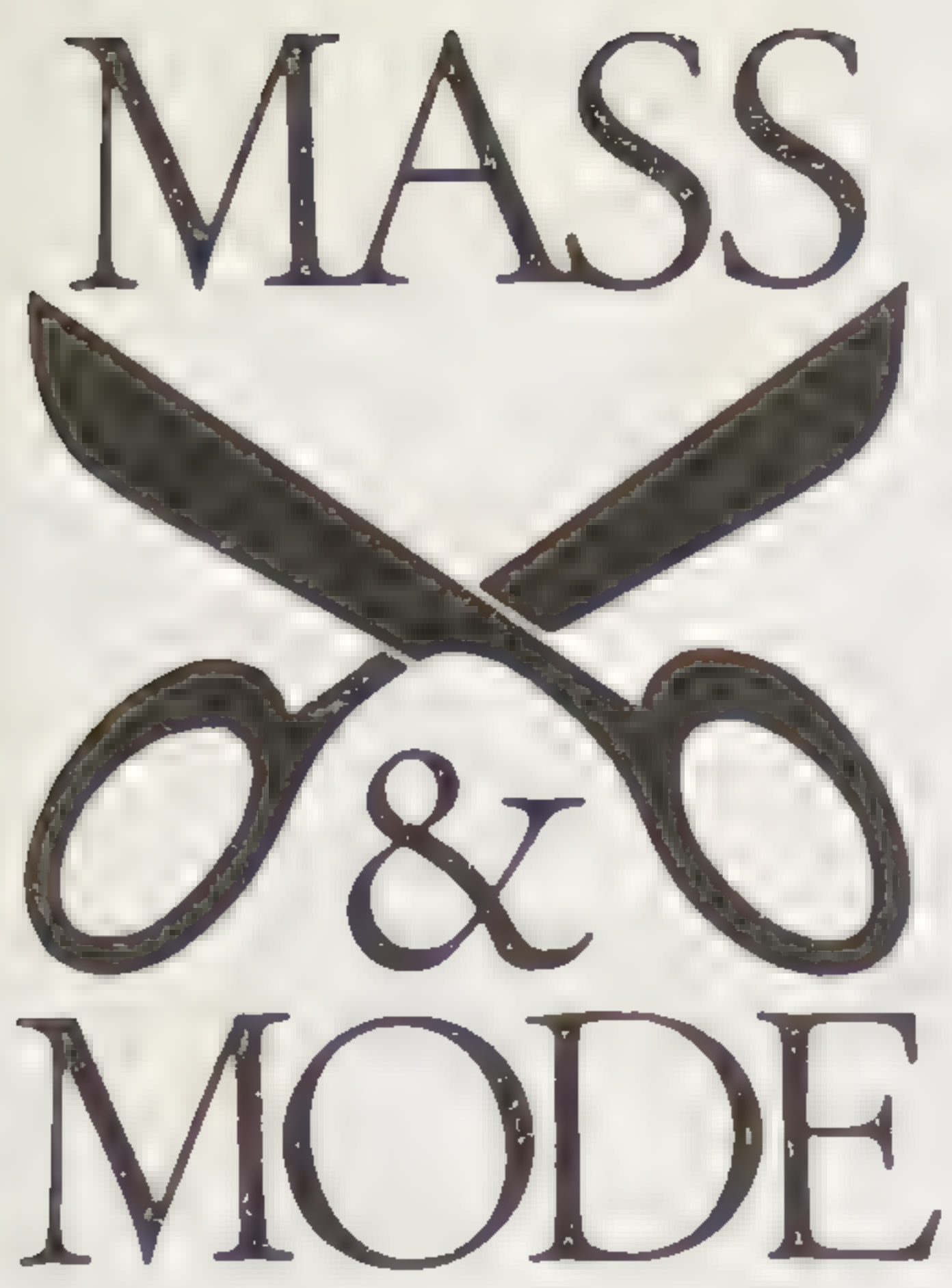
1369



1370



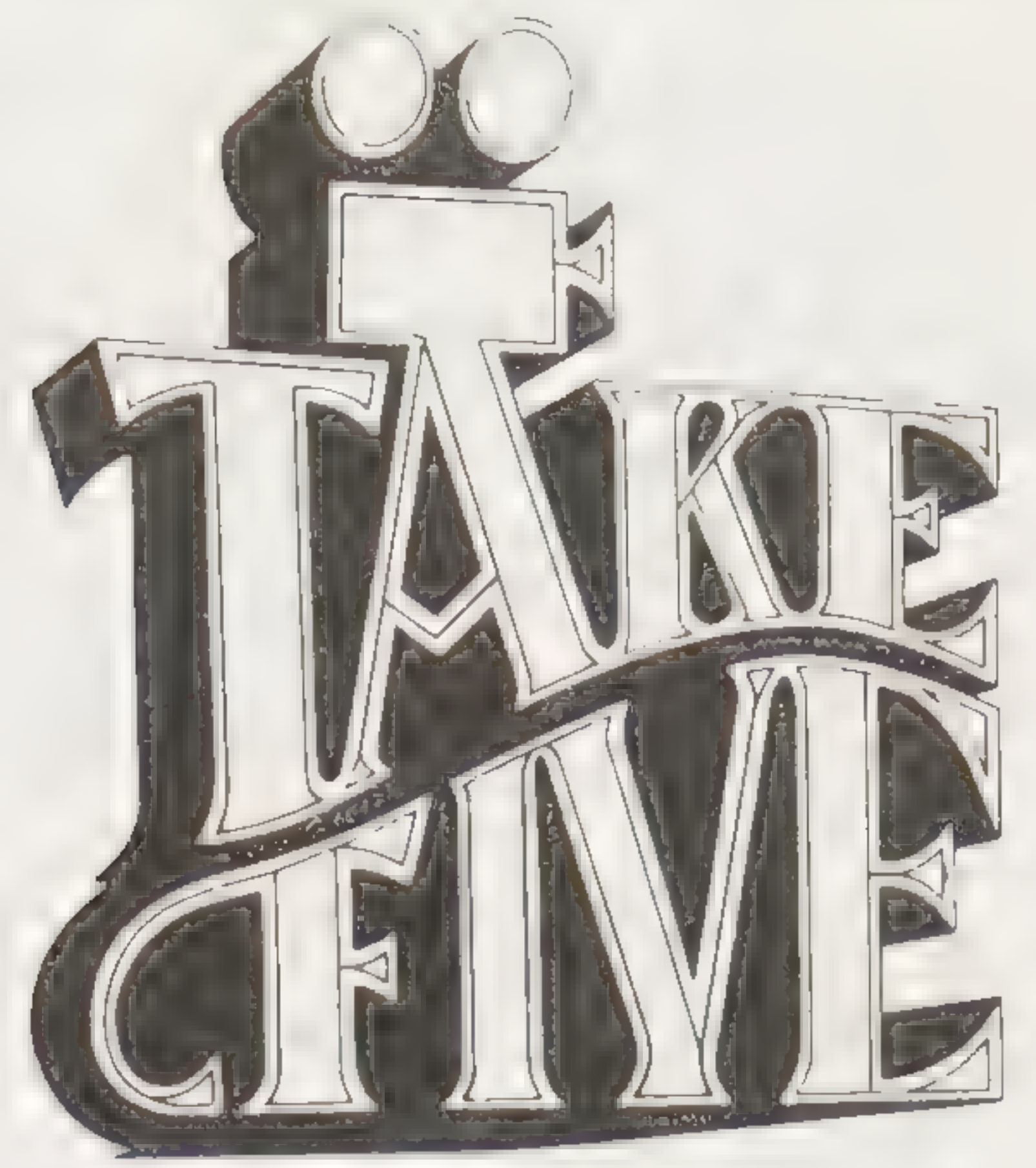
1371



1372



1374



1376



1373



1375



1377



1378



1379



1380



1381

Pit-in

1382

dialog

1383

SX-100

1388

from Cluett

1384

Intradal

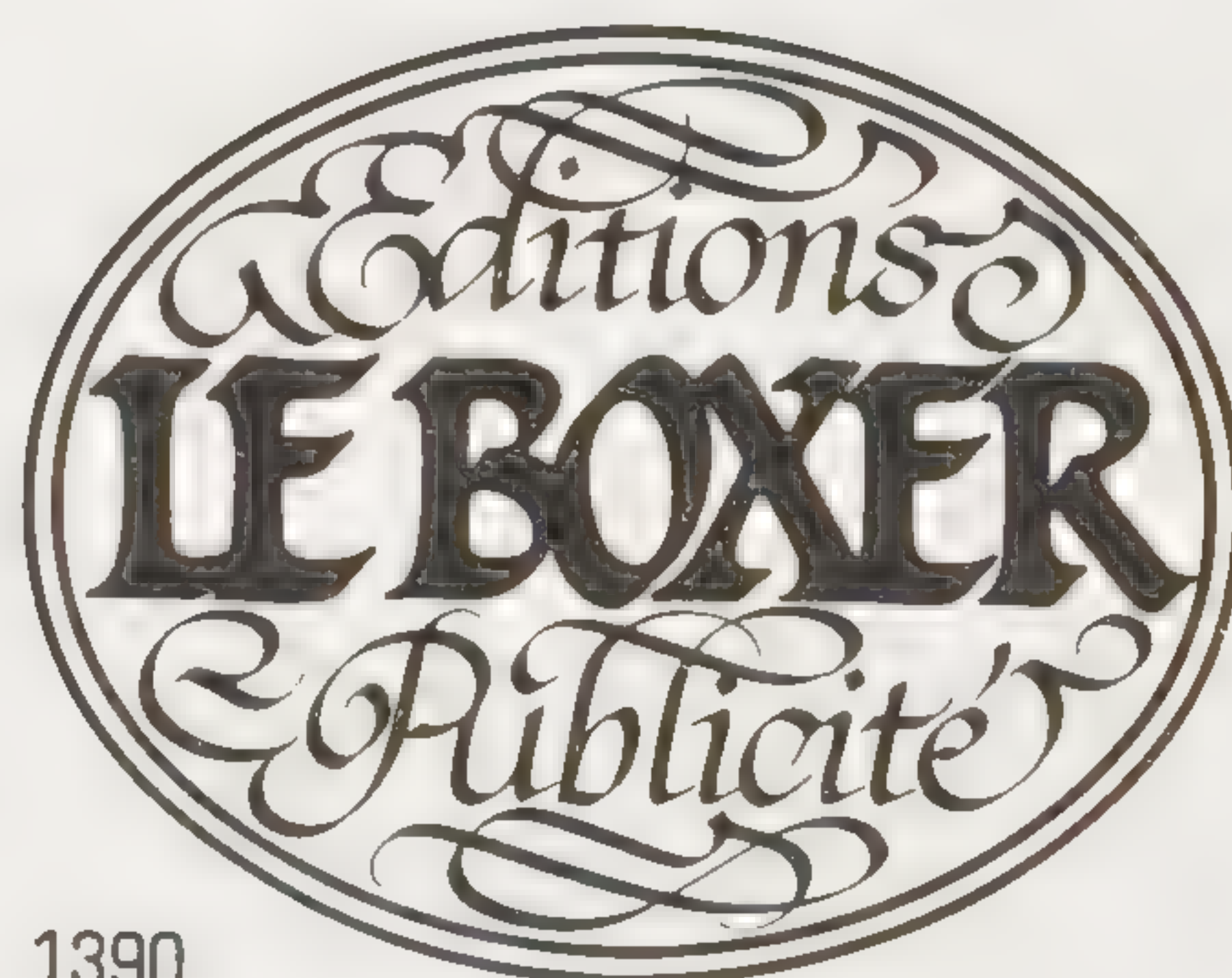
1389

Industrial Structures

1385

Voice

1386



1390

**ADAPTIVE
TEST**

1387

WARMET

1391

TOWA

1392

**BAJA
INN**

1393

Quicky

1394

JMPS

1395

**Cobbler's
Bench**

1396

SIGNUM

1397

BANDASHA

1398

**MAGIC
CIRCUS**

1399

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1401

**EMHART
REPORT**

1402

БЪЛГАРСКИ
ДЪРЖАВНИ
ЖЕЛЕЗНИЦИ

1403

DIESEL *Multi*

1404

NORTH AMERICAN
NEWSTIME

1405

HARLAND'S
FIRST
TEAM

1411

EXPLAIN

1414

INKROT

1406

Parlour MAUPITI

1407

MITSUBA

1408

CANADA

1409

Petits
Champs-Élysées

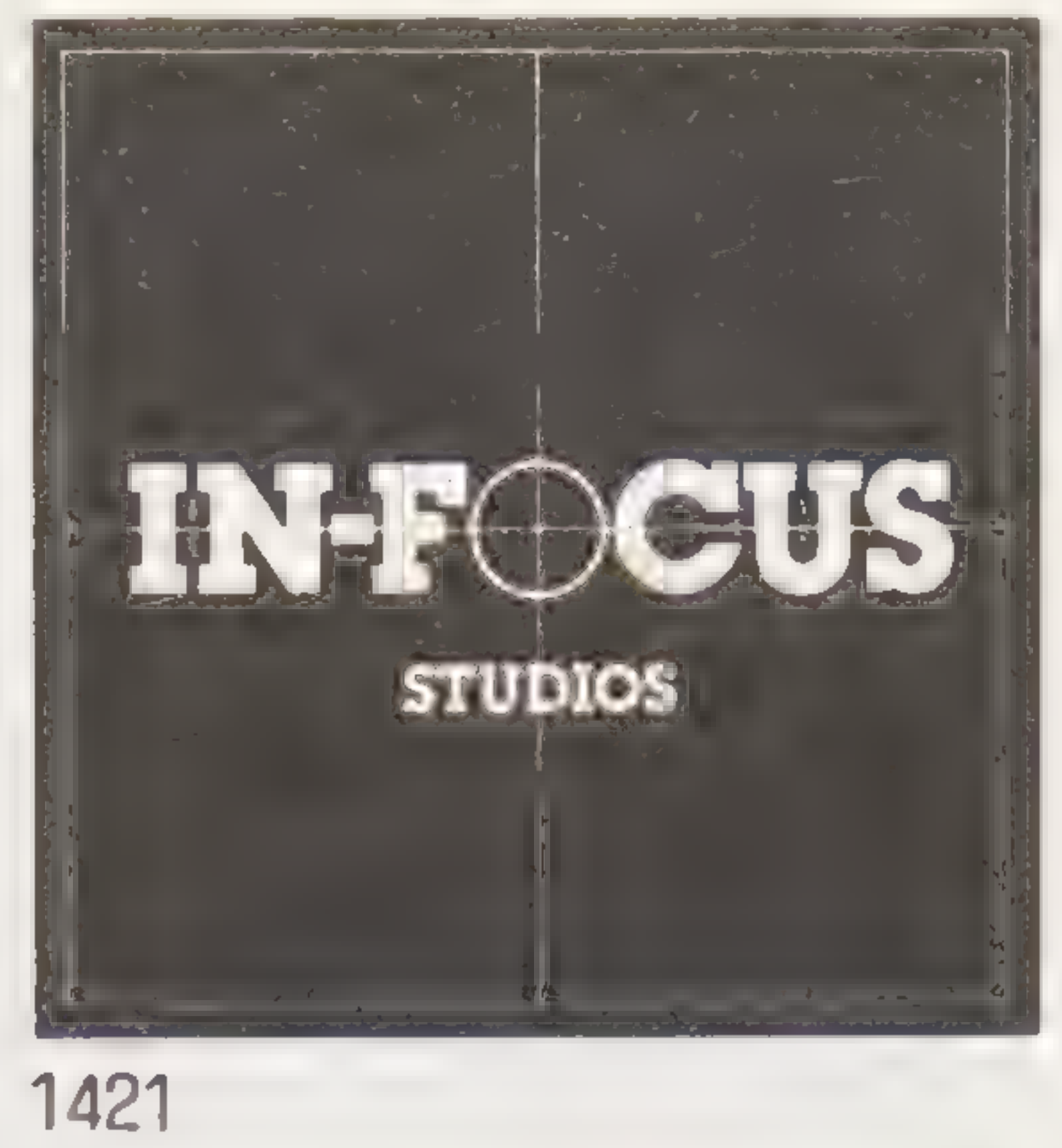
1410

BRUGGE

1412

OE-EO

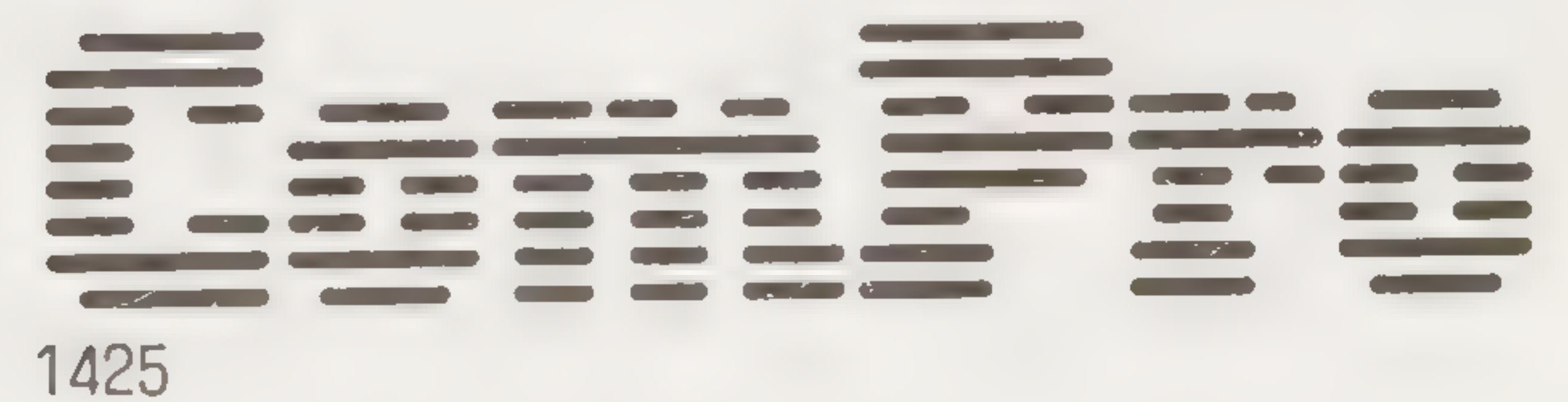
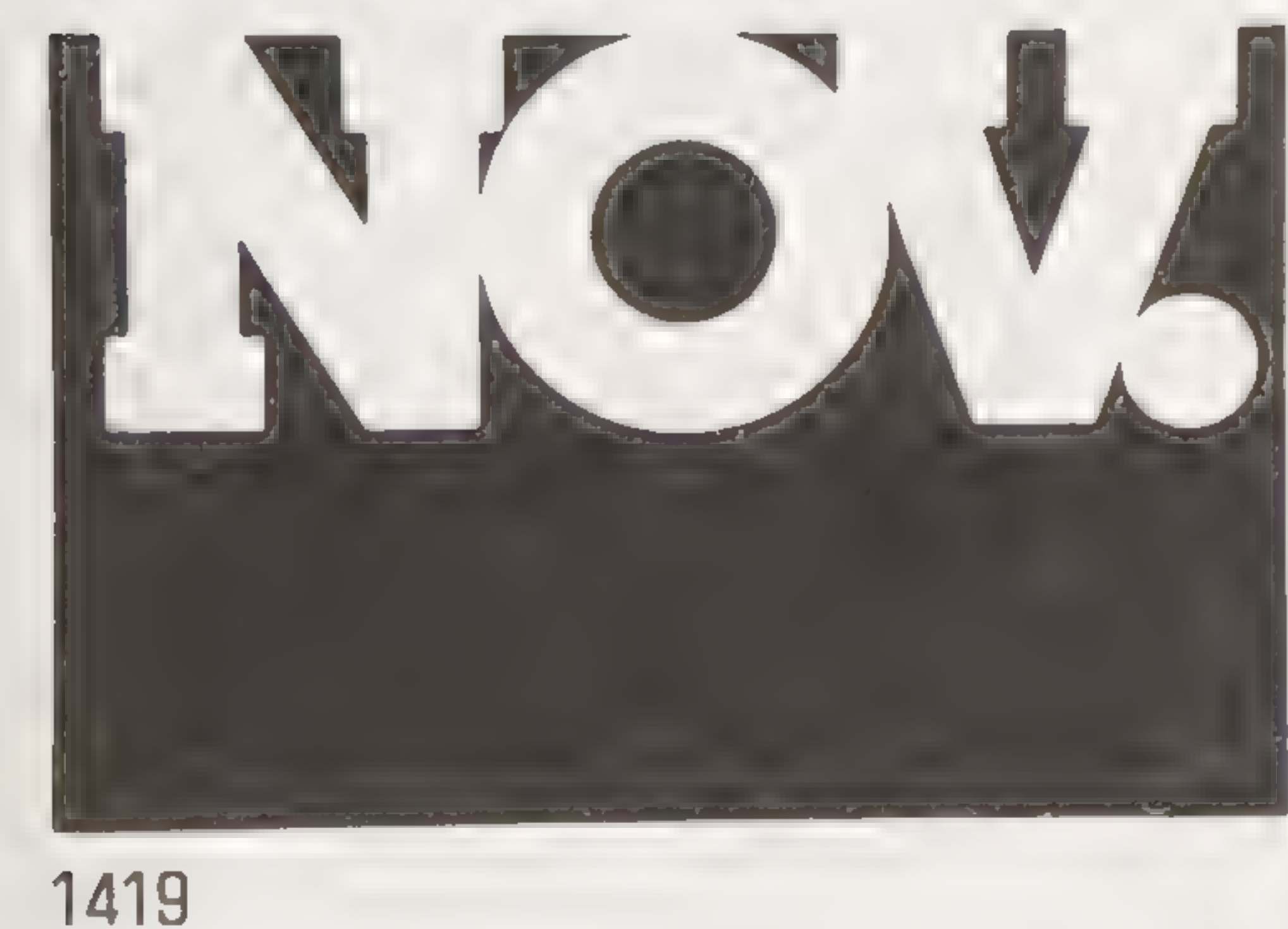
1413



The first choice



TFC Foods Ltd



CrunchPads

1426

M^{miracle}
MENU

1427

"Oh! My Dining"
「オー・マイ・ダイニング」

1428

Fashion
Current

1429

• Matsuzakaya
ginza5

1430

M I C H E L F ● L L I E T

1431

KALBRO

1432

BiEL:

1433

~~nuclear~~ off.

1434

m / o / m / e / n / t / e /

1435

(.,;?' "The)
**LEMONT
GARAGE**
GASOLINE
KEROSENE
AND SEC-
RETARIAL
SERVICES
(.,;;' "!*?-)

1436

BetterHalf

1437

ボビー
BOBBY

1438

T . H . F
Ballet
S C H O O I

1443

Játékstudio

1439

KISAN

1440

 **STUDIO
BIRDS**

1444

Diet

1441



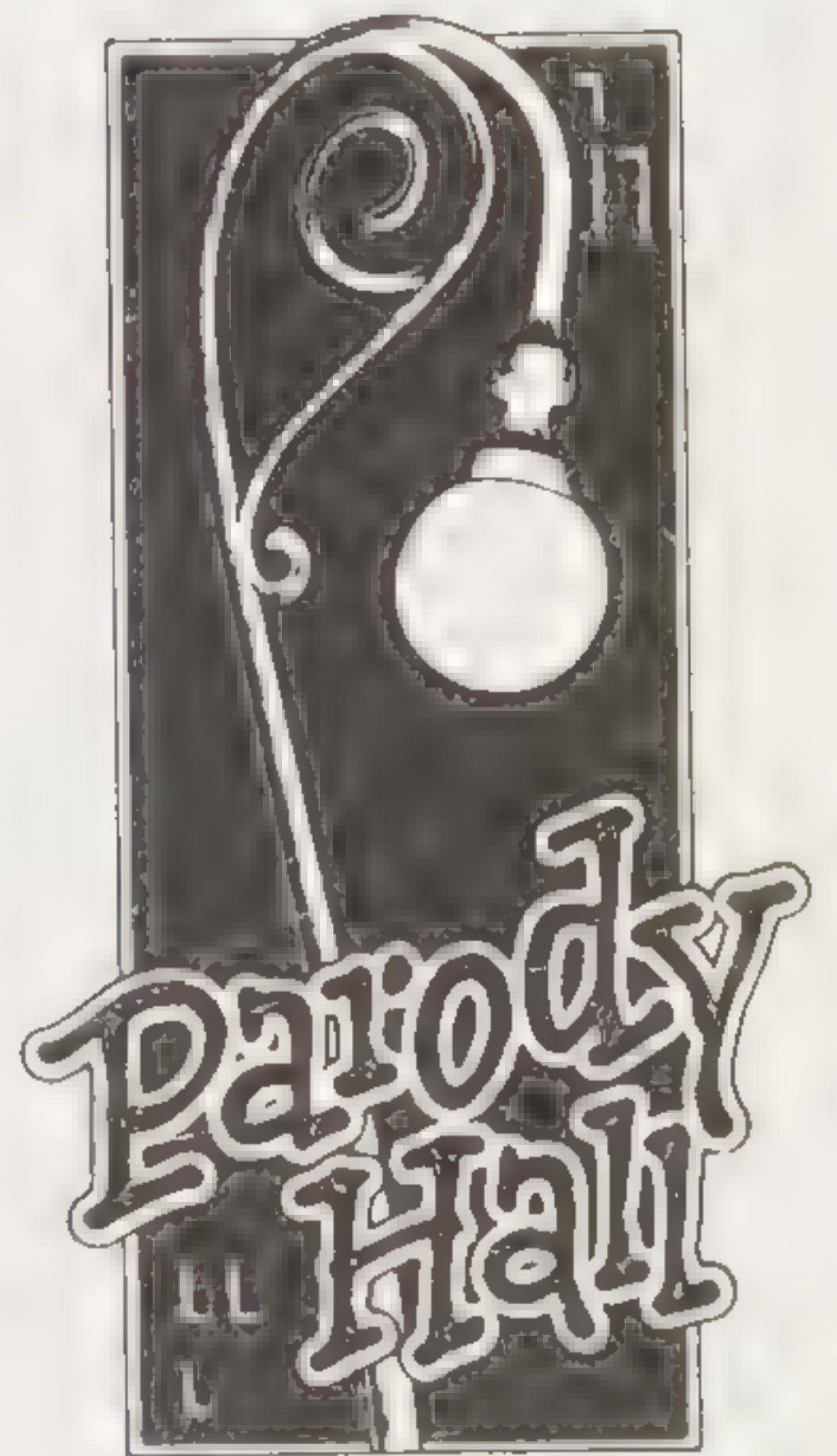
1445



1442

**Parody
Hall**

1446



1447

The
Marsh
mallow

1448

COFFEE HOUSE
TOLEDO

1449

MUGASTA

1450

Ven'sell

1451

Canon
Annual
1981

1455

AJ. WRIGHT
AND SONS
LTD.

1456

Delikate

1452

Kari Kari
Hakase

1453

A
Merry
Christmas
to you

1454

ROPPONGI'S DISCO
WITH A DIFFERENCE
XANADU

1457

montparno

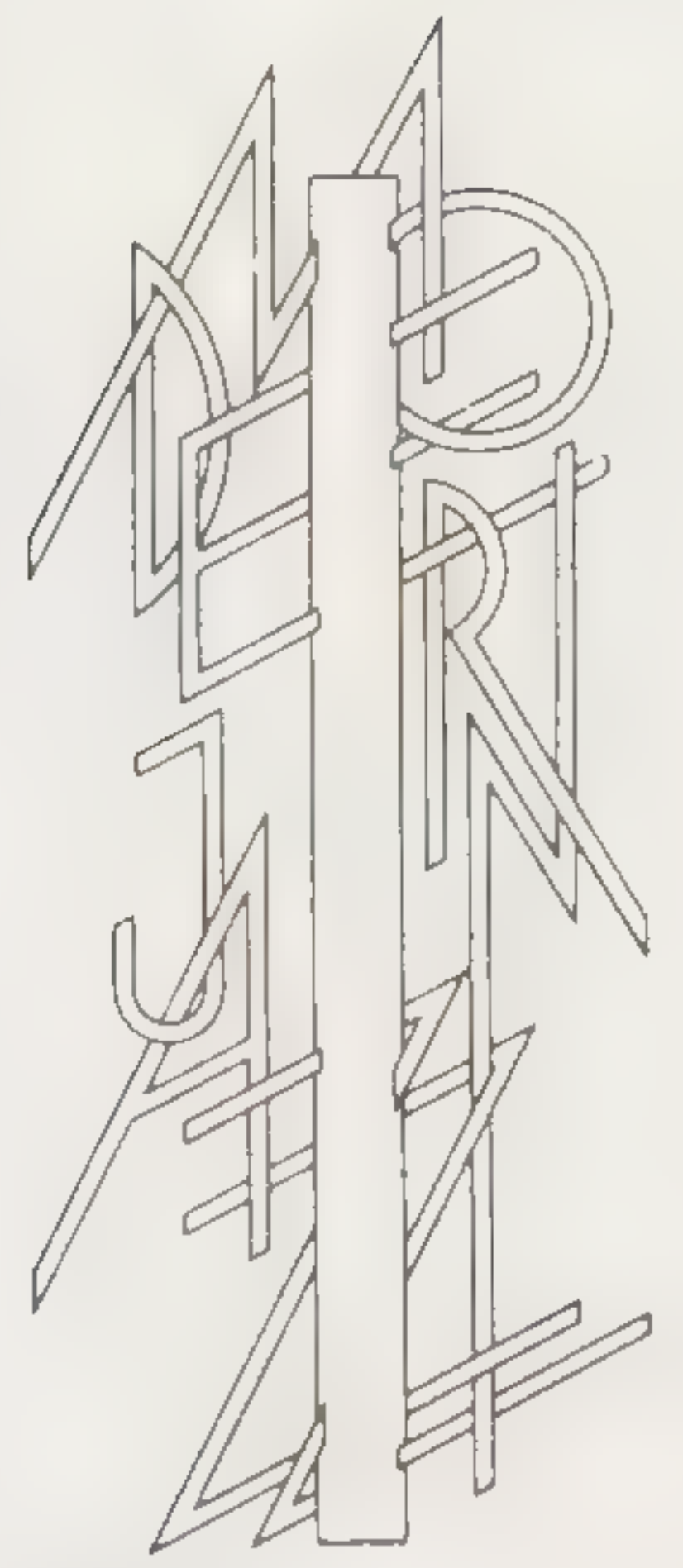
1458

KAORI

1459

Fogao

1464



1465

haku

1460

Bagley

1466

GODSPEED

1461

Kyoto My Love

1467

Coffee
Way

1462

ITAL-yum!

1468

dancing

1463

Blue Train

1469



1470



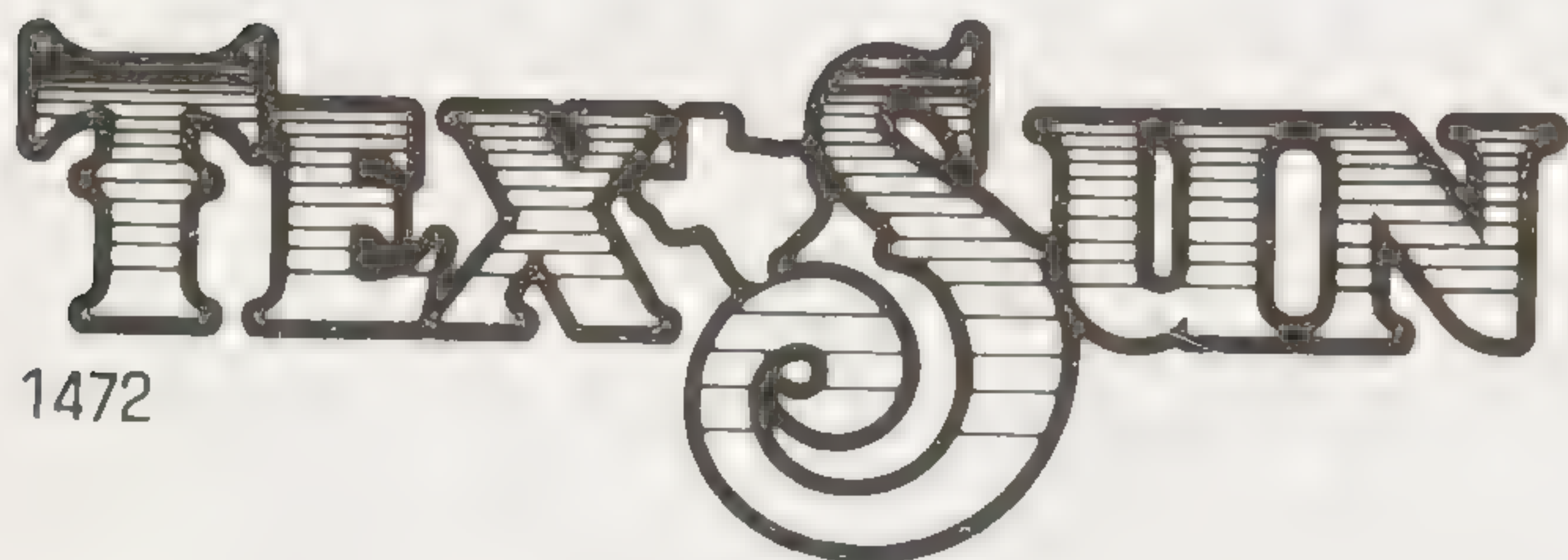
1475



1471



1476



1472



1477



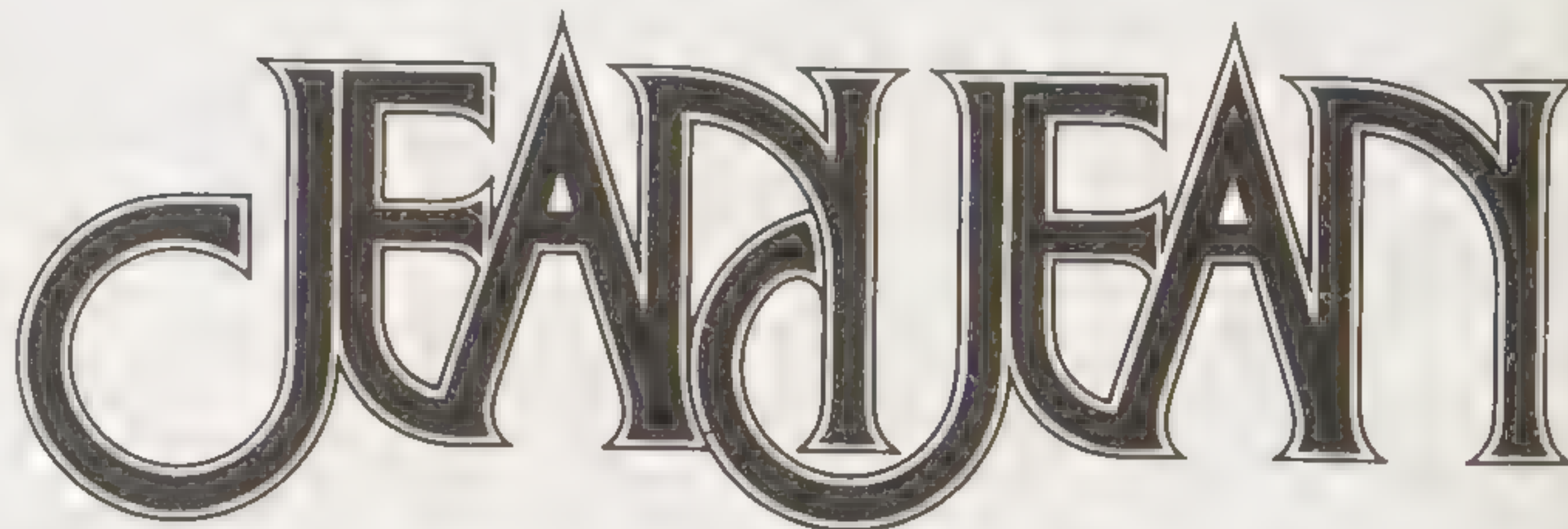
1473



1478



1474



1479

inteco

1480

**Sal's
Pizzaroma**

1485

**POP
BOOKS**

1481

**Community
Arts**

1486

**BAG
BAG*SALE**

1482

**Commercial
Art
Press**

1487

Nutro
The Difference is Nutrition

1483

**Special
Valentine
St.**

1488

**Russle
Jelly**

1484

**AMERICAN CASUAL HOUSE
Bronco Buster**

1489

Lui Chantant
PRODUCED BY WORLD CO., LTD.

1490

Jack and Betty
PACKAGE BOUTIQUE

1496

Mercury

1491

Hotel New Yunchama Resort

1497

*Royal Northern College
of Music*

1492

Mozart
KONDITIONEIR CAFÉ

1498

*Domäne
Geisenheim
am Rhein*

1493

Museum

1499

Federico Benegas

1494

Fujimido

1500

La Feste

1495

*Imprimerie-Papeterie
de la Sumène*

1501

THE Terrace

1502

Greystone

1507

Comtesse

1503

Gourmet Club

1508

Jig

1504

BLUE RIBBON
Cafe

1509

PATRICIA QUINTANA
Paqui
PÂTISSERIE CONFISERIE

1510

Polls

1505

maxim

1511

Dharma

1506

Punkin' Hollow
WOOD and TOOL

1512

Tokyo Agency

1513

Exceed

1514 FASHIONABLE BEST QUALITY BOOTS COSSACKY BY Achilles

Innocenta

1518

BEAUTY DECOLOR
Ema

1515

Aron

1519

Company
GULD & SILVER

1522

Blend

1516

Fur
&
Leather

1520

Mode
Link
Original Design For Ladies

1523

Barbi

1524

Cherry
Fizz

1517

Calm
Ebisu

1521

Yashifurumi

1525

Alpen
Zauber

1526

Calligraphie

1531

CASAVANT

1527

SAFETERIA

1532

Pancho Fierro

1528

N'ooo

1533

Soleil des
Nations

1529



Beauté Éterna

1530

la Crêperie

1534

Griffin's
RESTAURANT

1535

katawama

1536

Tulip L'enfant
チュリップ テニソフ

1537

LOUNGE
Reef

1538

FASHION IN
JURIO
Fuchu Gintengai

1539

Hornaas Musikk

1540

Hanezawaya

1541

ORIENT

G A L E R I E

1542

SAUK
BONIFAZ

Bad Windsheim

1543

Thomas

1544

Jazzmania

1545

Anatmia

1546

Fios & Formas

1547

CAROLINA
BABY

1548



1549



1550



1551



1552



1553

Farris

1554

Beck

1555

Savolci

1556

 *Bonforêt*

1557

*Gunshine
Scandal*

1558

RASKORAK

1559

RASKORAK

1560

MISS Takao

1561

Violence

1562

The Graphic
Eye

1563

Funnyfun

1564

symbols

1565

Dinnerware
Designs

1566

MILES

1567

AMAZON

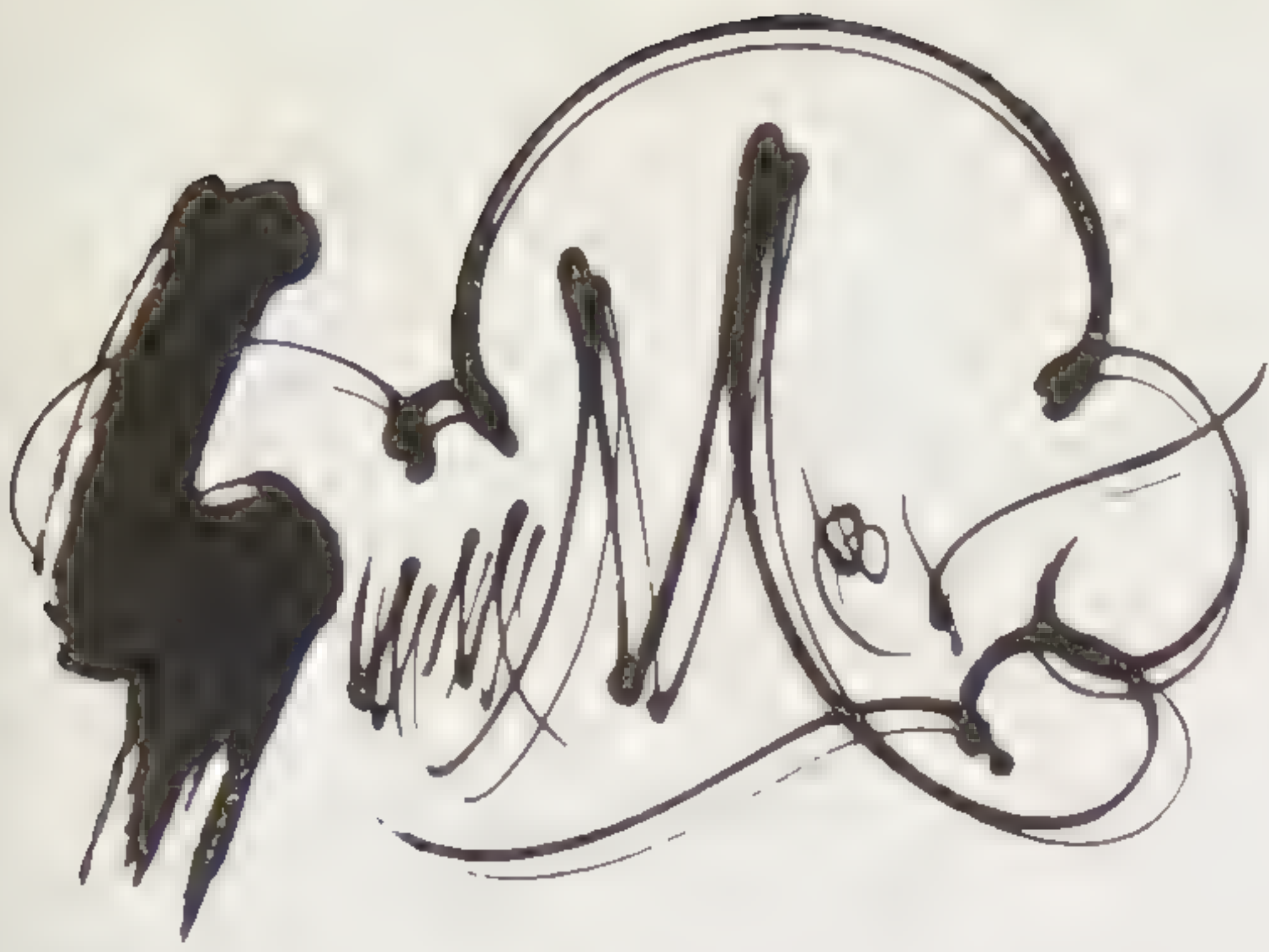
1568

Captain Look

1569

GOOD
LUCK

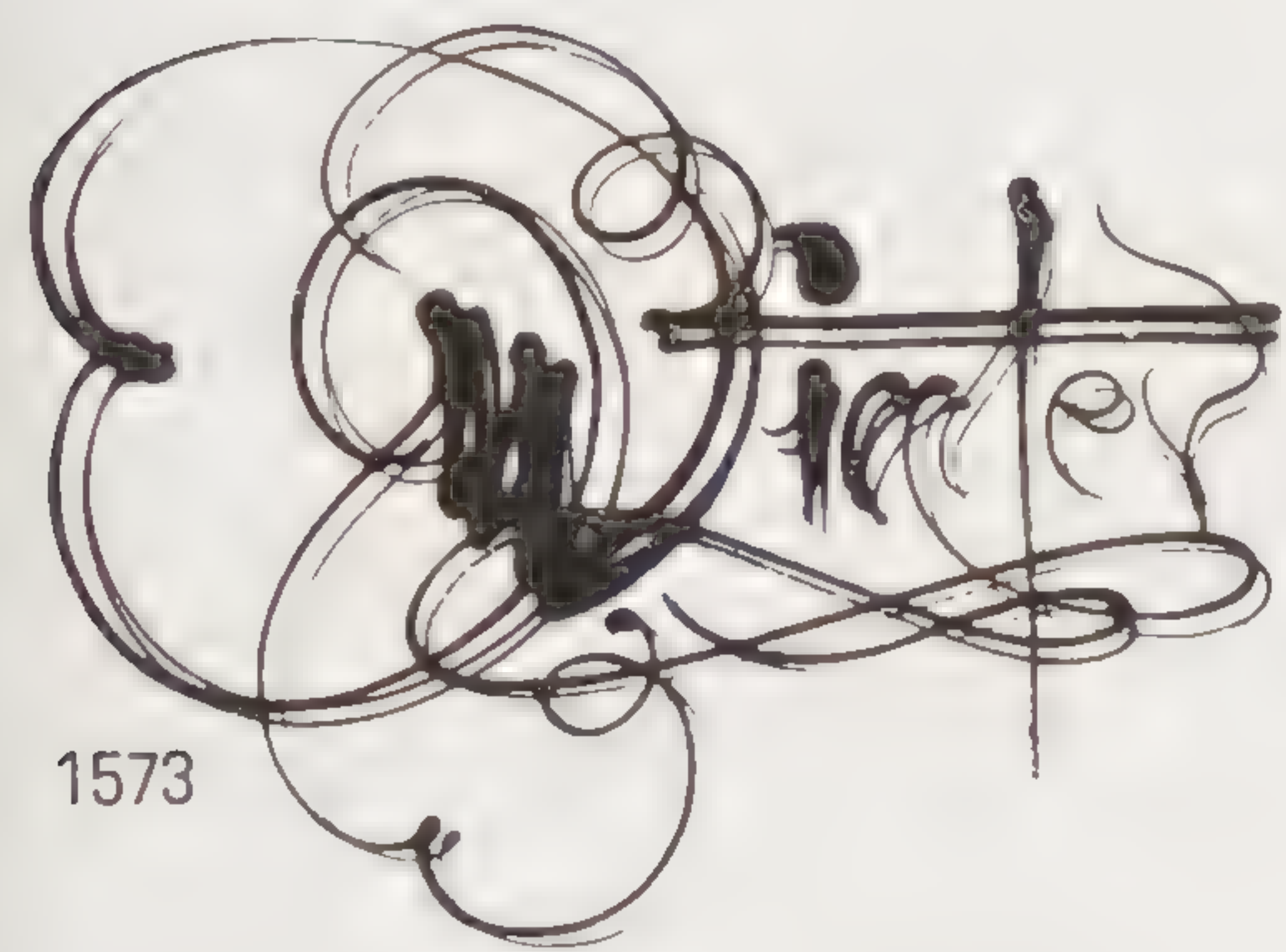
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1571



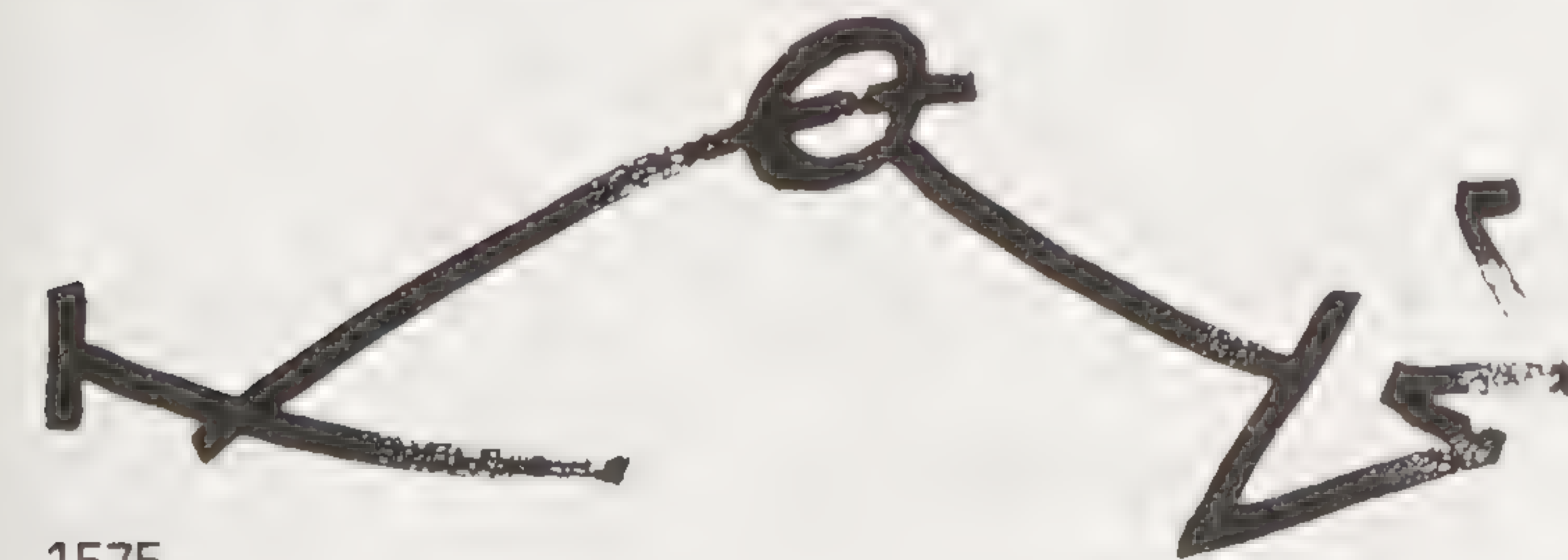
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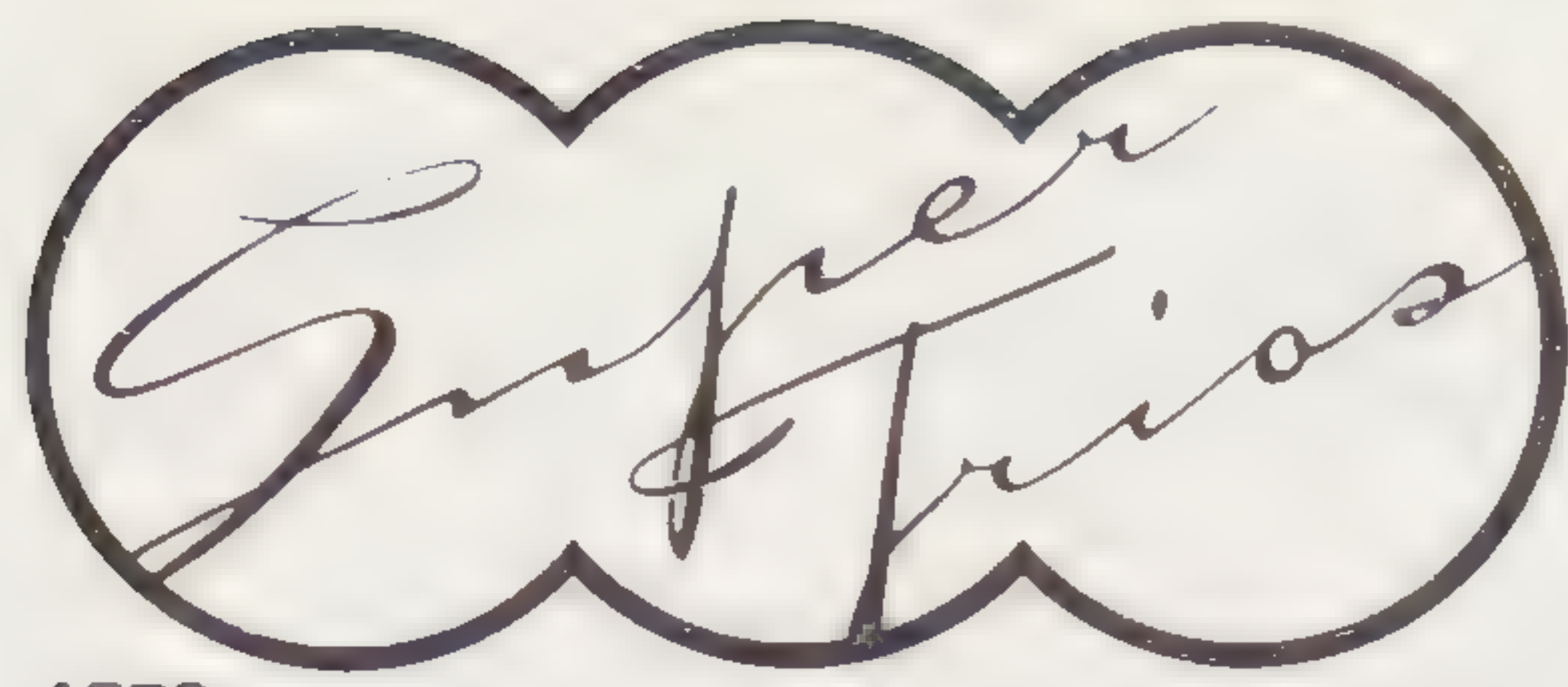
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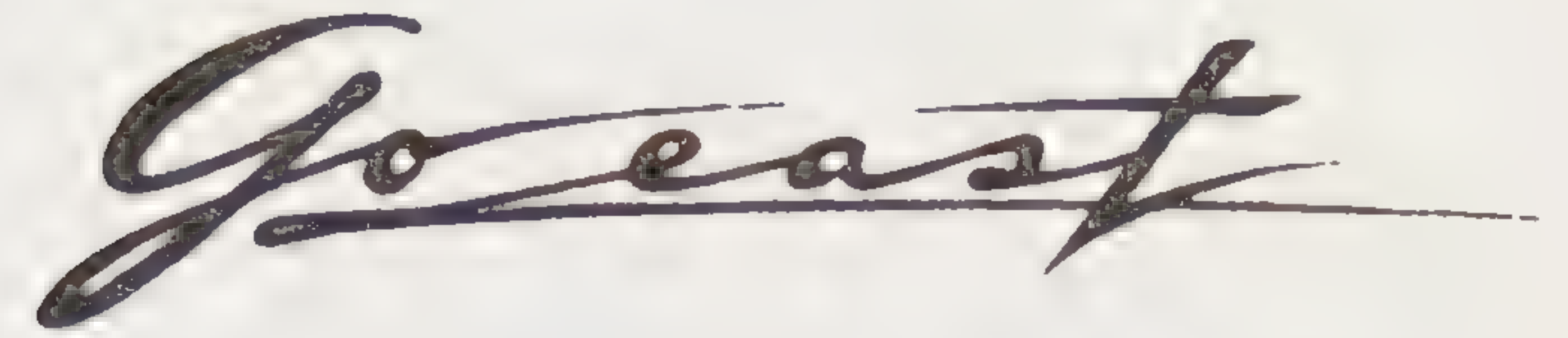
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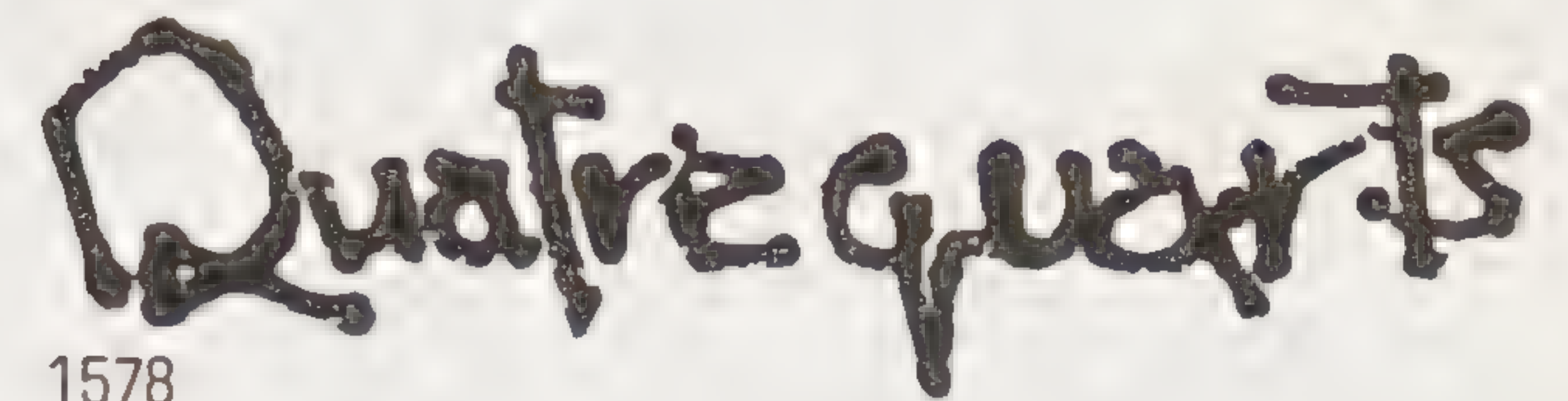
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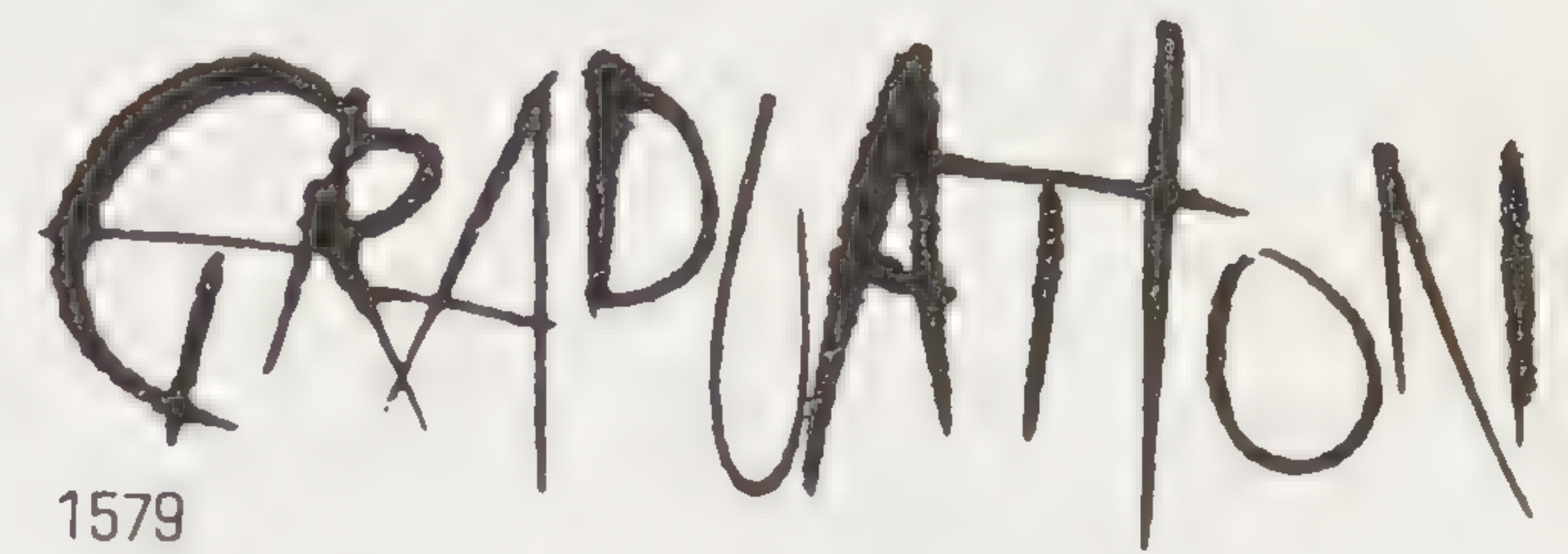
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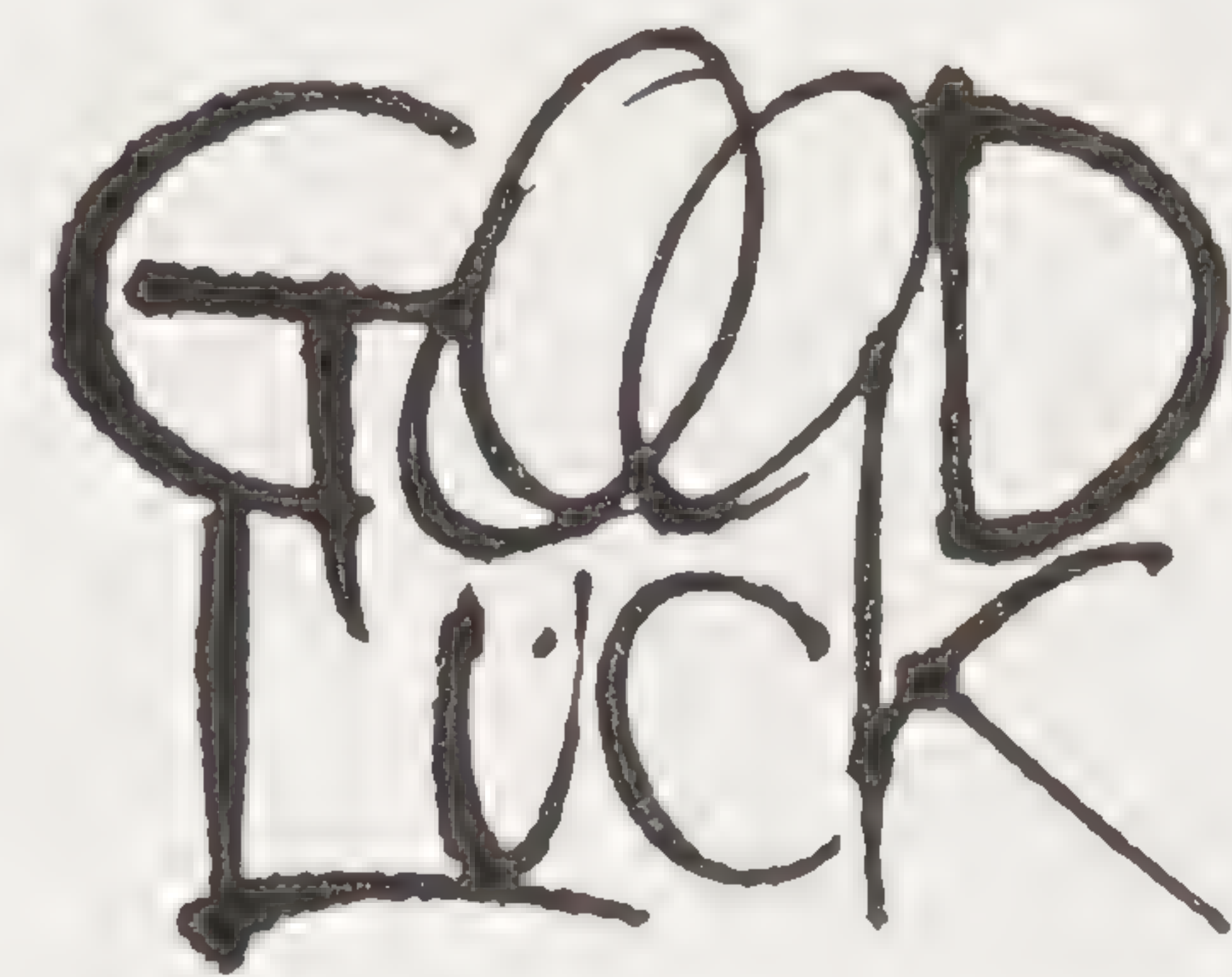
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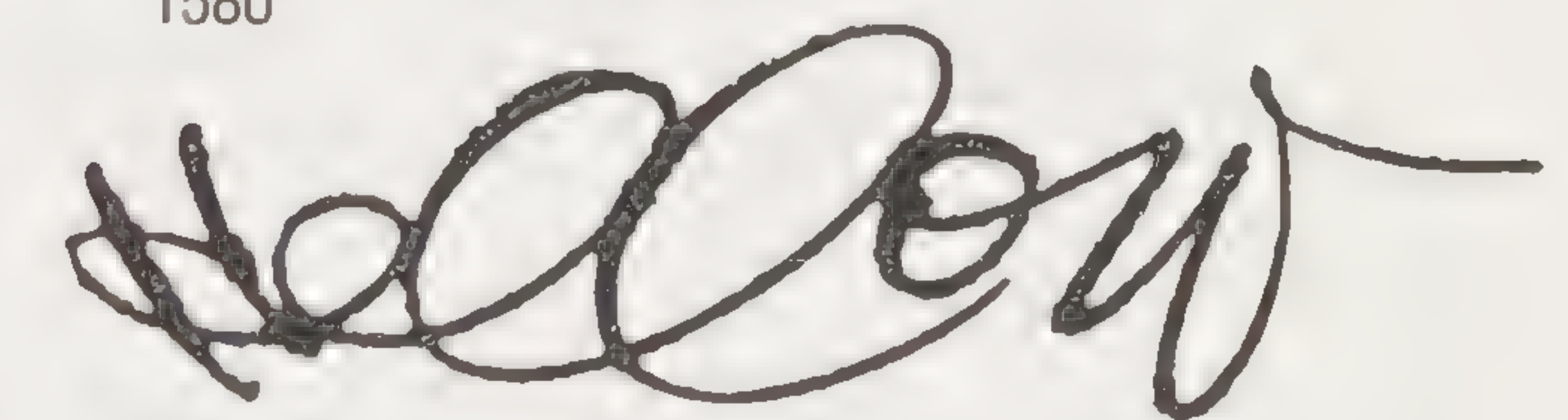
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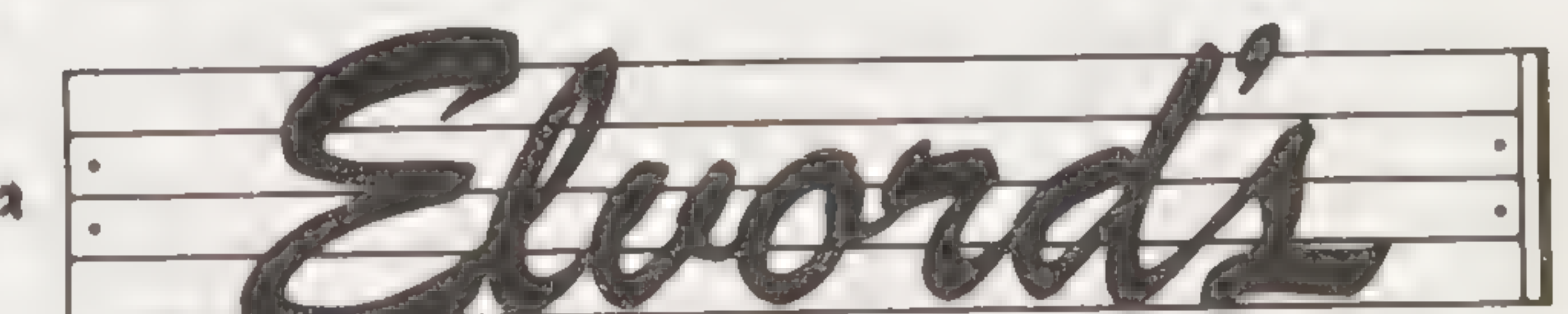
1579



1580



1581



1582

Fine food, spirits and all that jazz

Primo
BOTTEGA DEL VINO

1583

The
Brooklyn Hospital

1584

just

1585

Sweet
Sugar

1586

movie

1587

We ♥ caty

1588

SEIKO
Ponte

1589

Acutex

1590

work

1591

Lutece

1592

Angela
Bofill

1593

Cactus
Italiano

1594

Musique

1595

Poésie

C. Baudelaire 1821 - 1867

Il faut être toujours ivre. Tout est là.

1596

GREENCAMEL

1597

Sky Bird

1598

Fiorucci

1599

Zur

1600

Texas Bar

1601

TOMATO & LEMON

LOVE DOUBLES

1602

Soft & Warm

1603

Disacy

FINE FOODS

MATOKA HIROSHIMA 082-263-0093

1604

Gestetner

1605



1606



1607



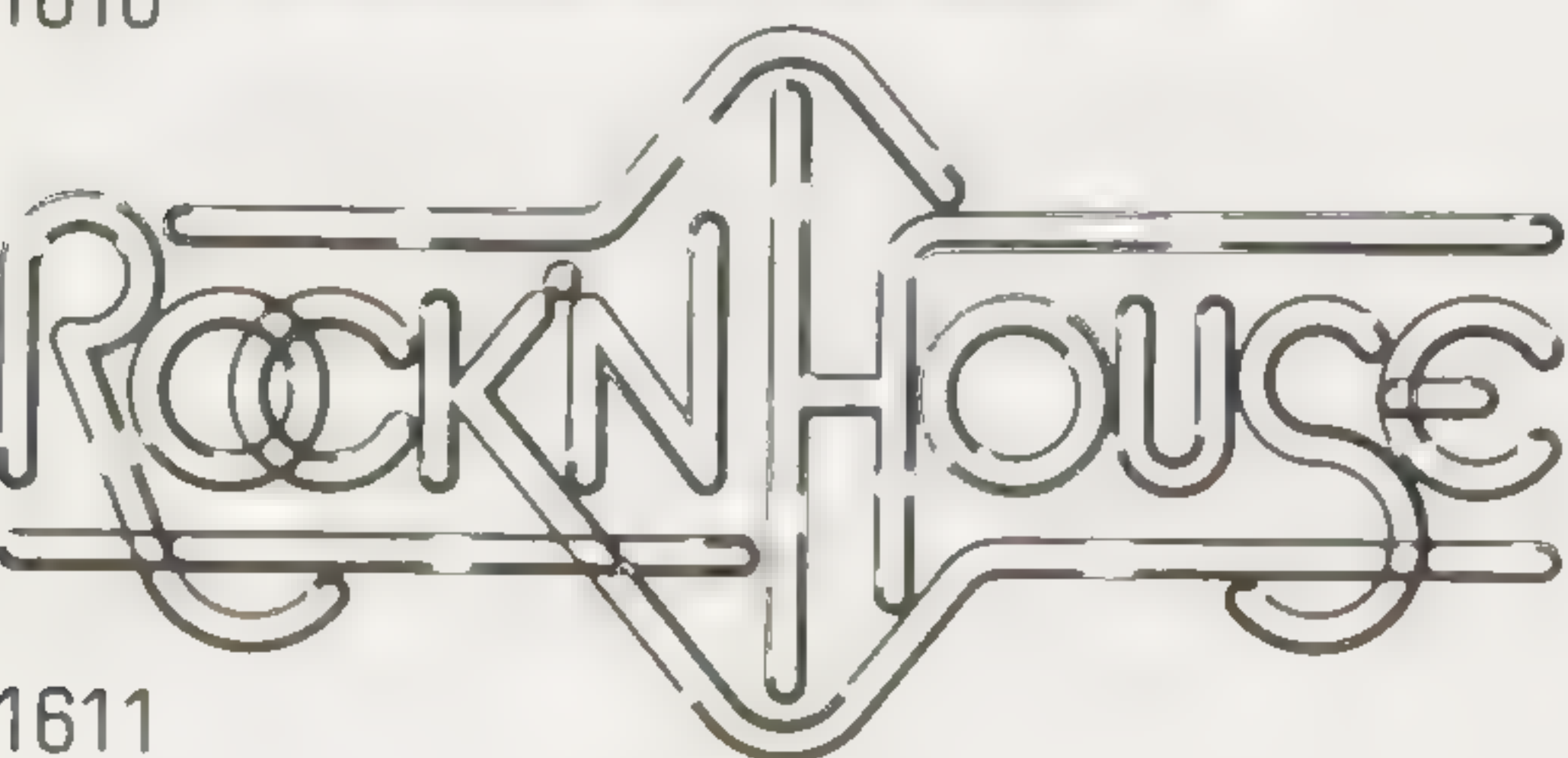
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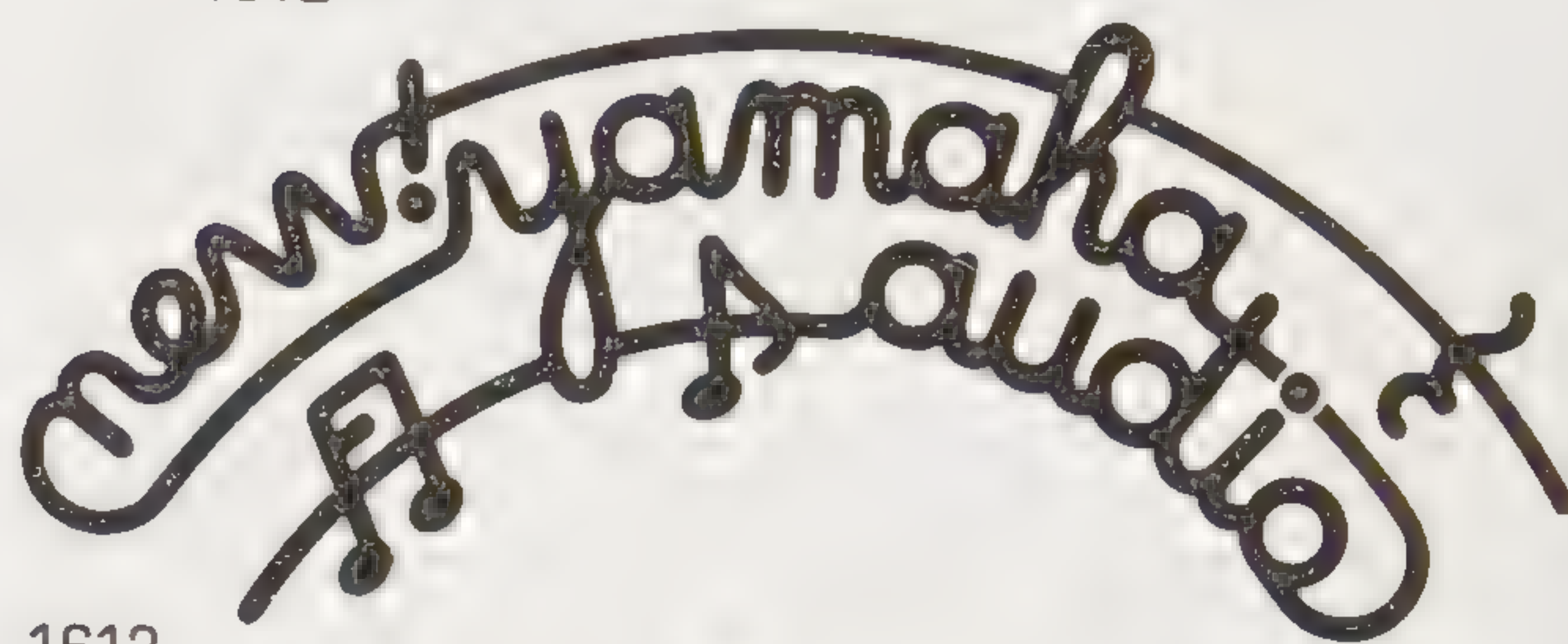
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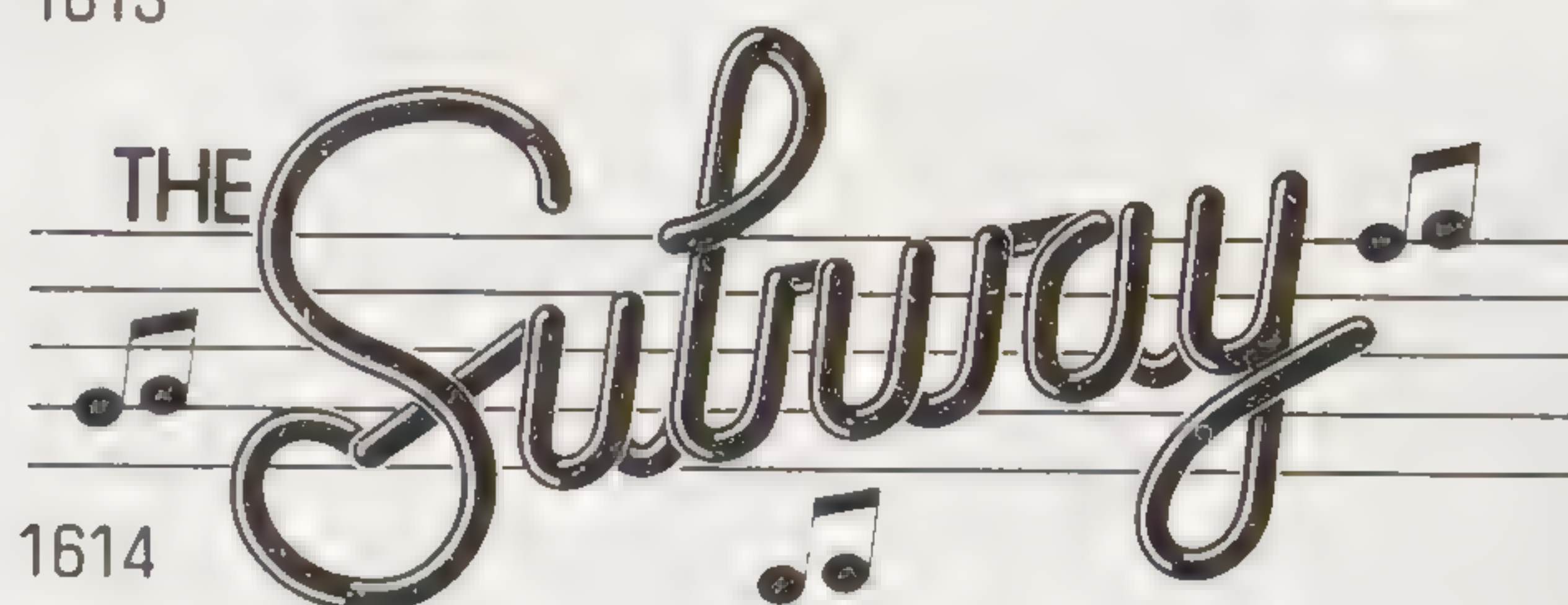
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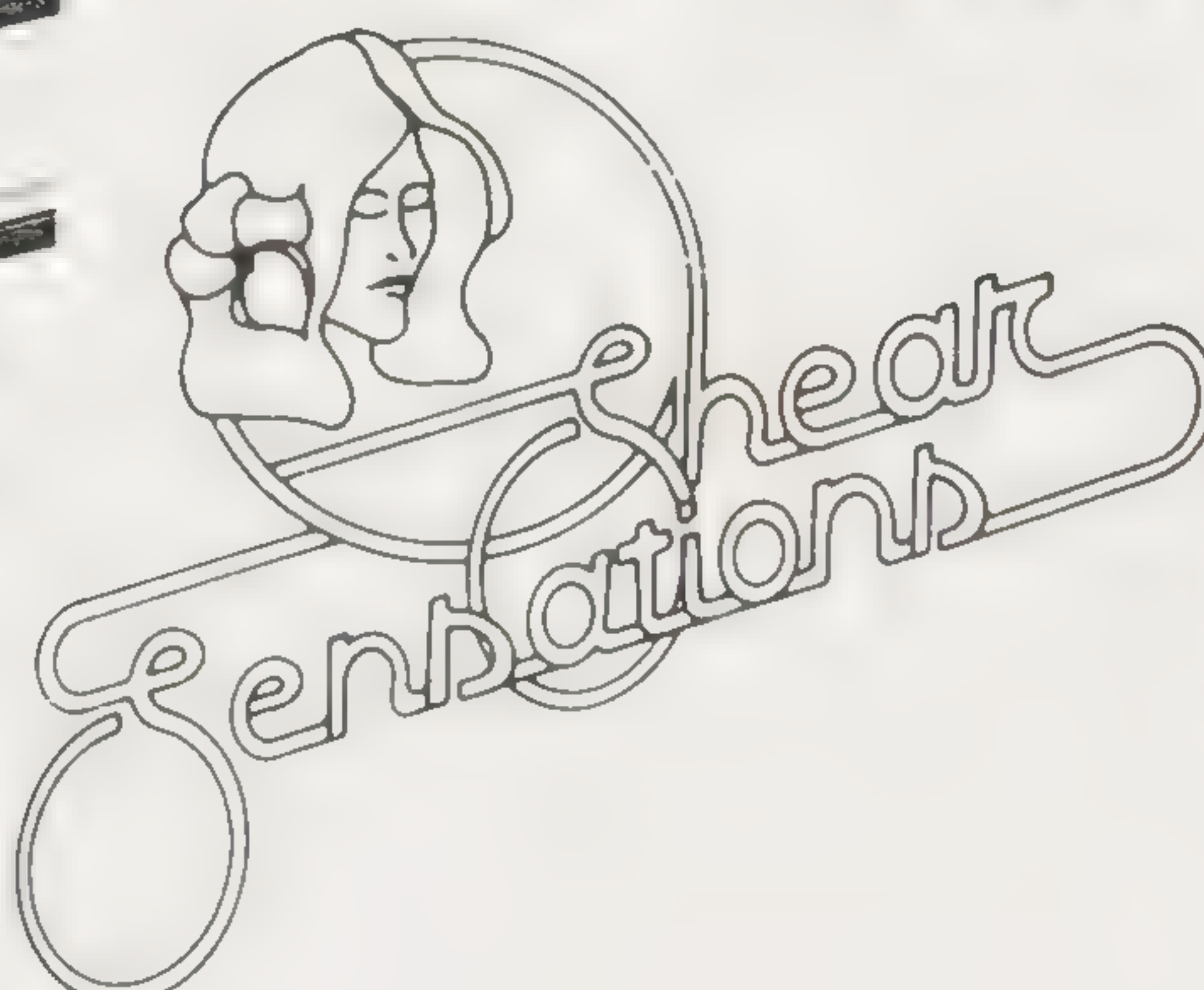
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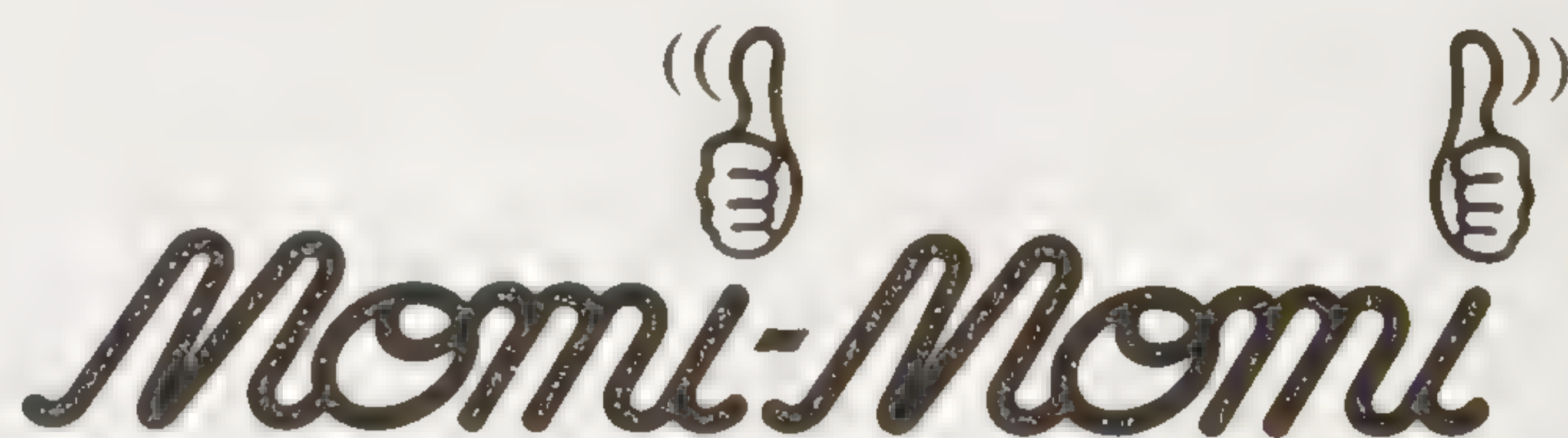
1614



1615



1616



1617



1618

The Fall

1619



1624

The Evening Post

1625

homo

1620

Imprimerie Pantinoise
Bureaux 6 Cte du Labyrinthe
75020 PARIS / Tél 797 29 19
24 rue de Montmartre

1626

BAR Dichter

1621

wiples

1627

Revolution
CASUAL WEAR
PRODUCED BY KOLBO CO., LTD.

1622

FIRINO-MARTELL

1628

Hotel Selma Lagerlof

1623

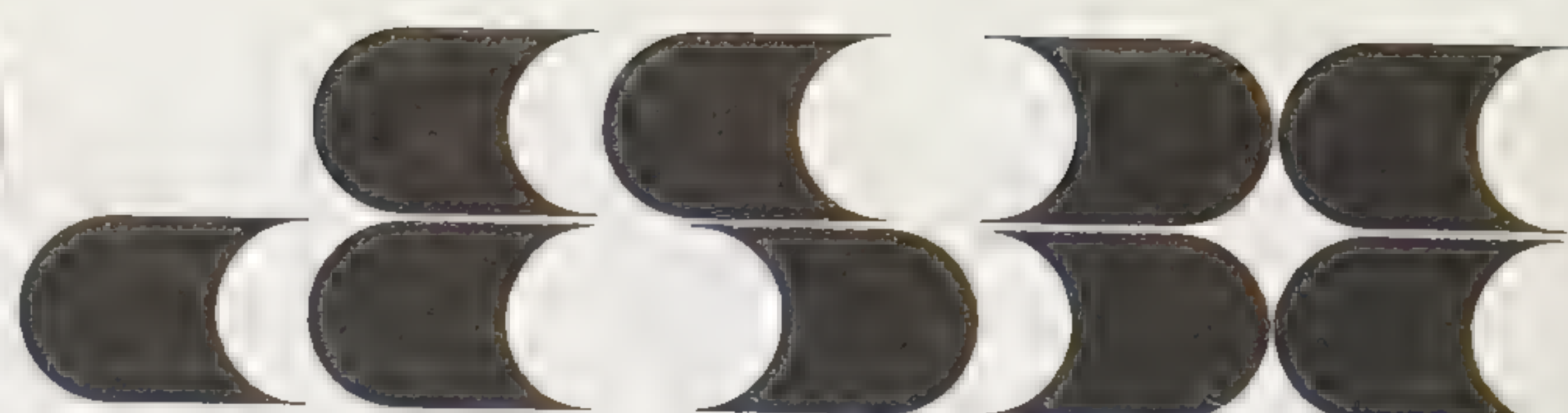
EROS

1629

1630



1634



1631



1635



1632




1636



1633



1637



1638



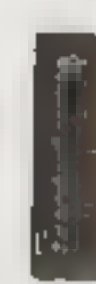
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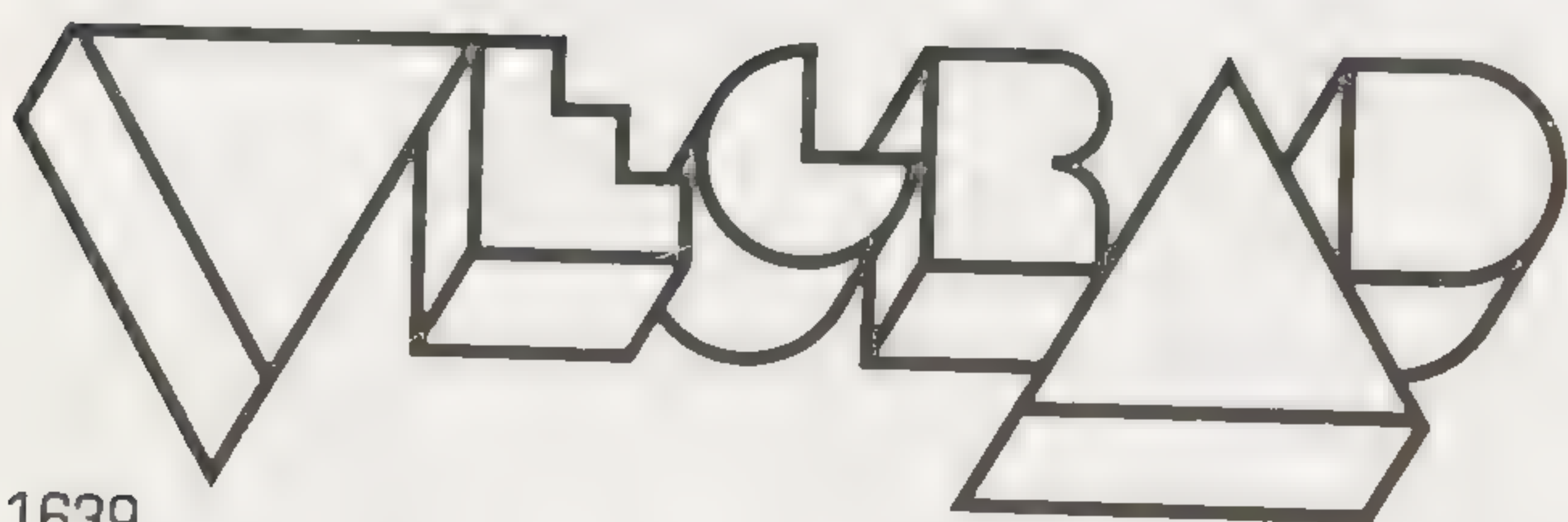
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I



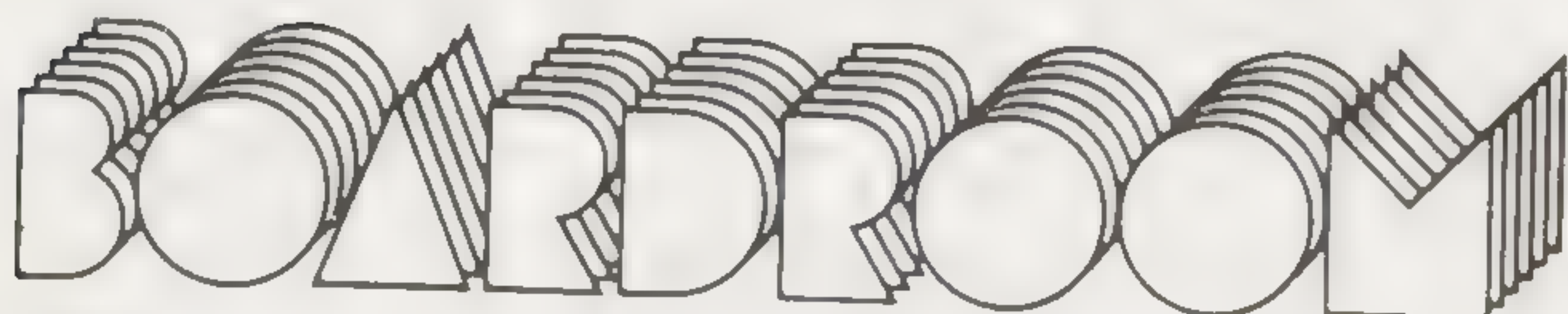
1639



1642



1640



1643



1641



1644



BAR

BUDUR

1645

LE JOUR

où notre heroine maitresse chez nous

1651

RAY
RAY

1646

EXPO MÚSICA

1652

STAGE

1653

CAIRN

1647

PORTABLE
KEYBOARD

1654

NOANOA

ナイトクラブ・ノアノア

1648

CHOCARD

1649

CORRIDOR

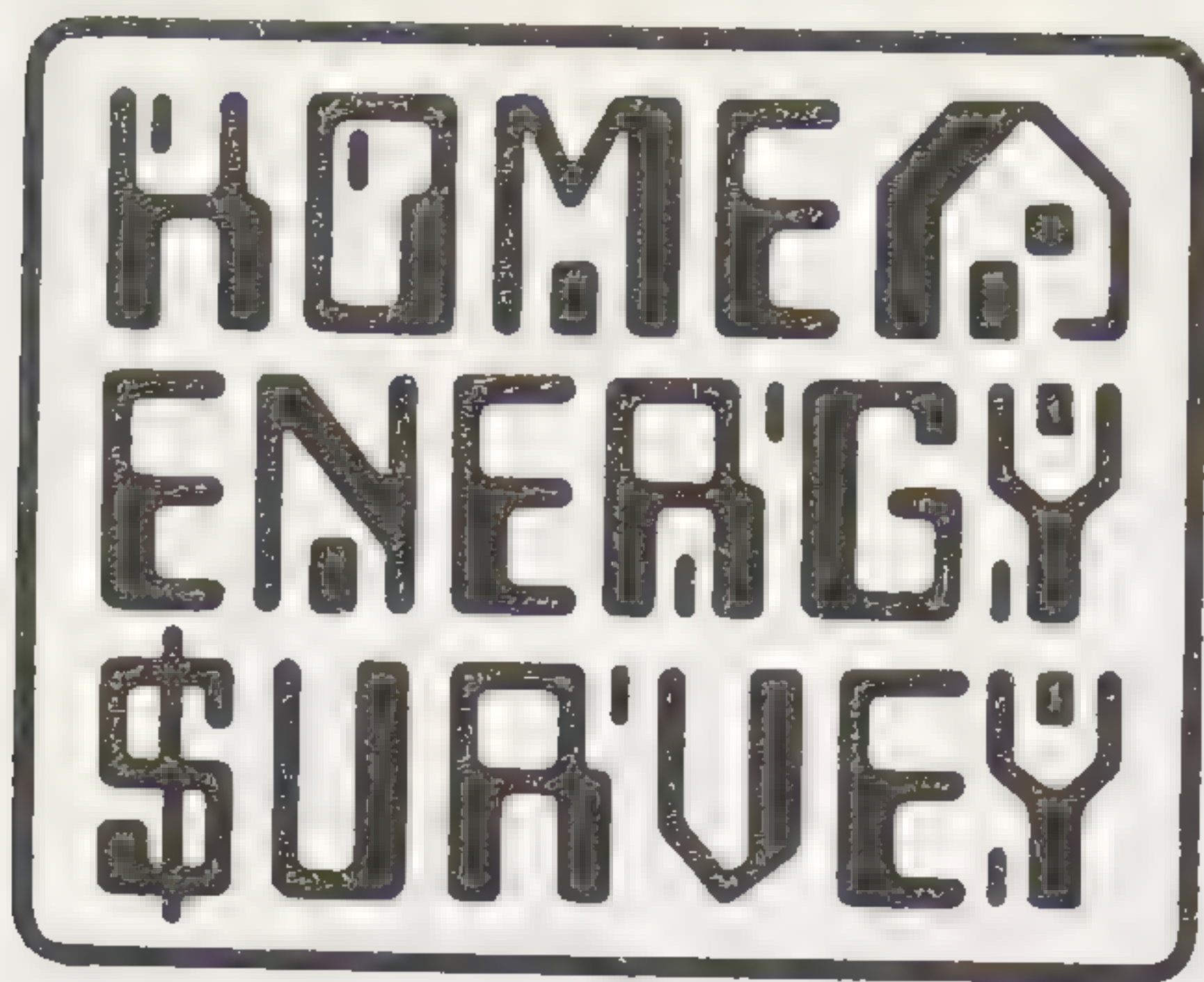
1655

mrs bird's

1650

elton

1656



1657

CHEF MATE

1658

PANASA

1663



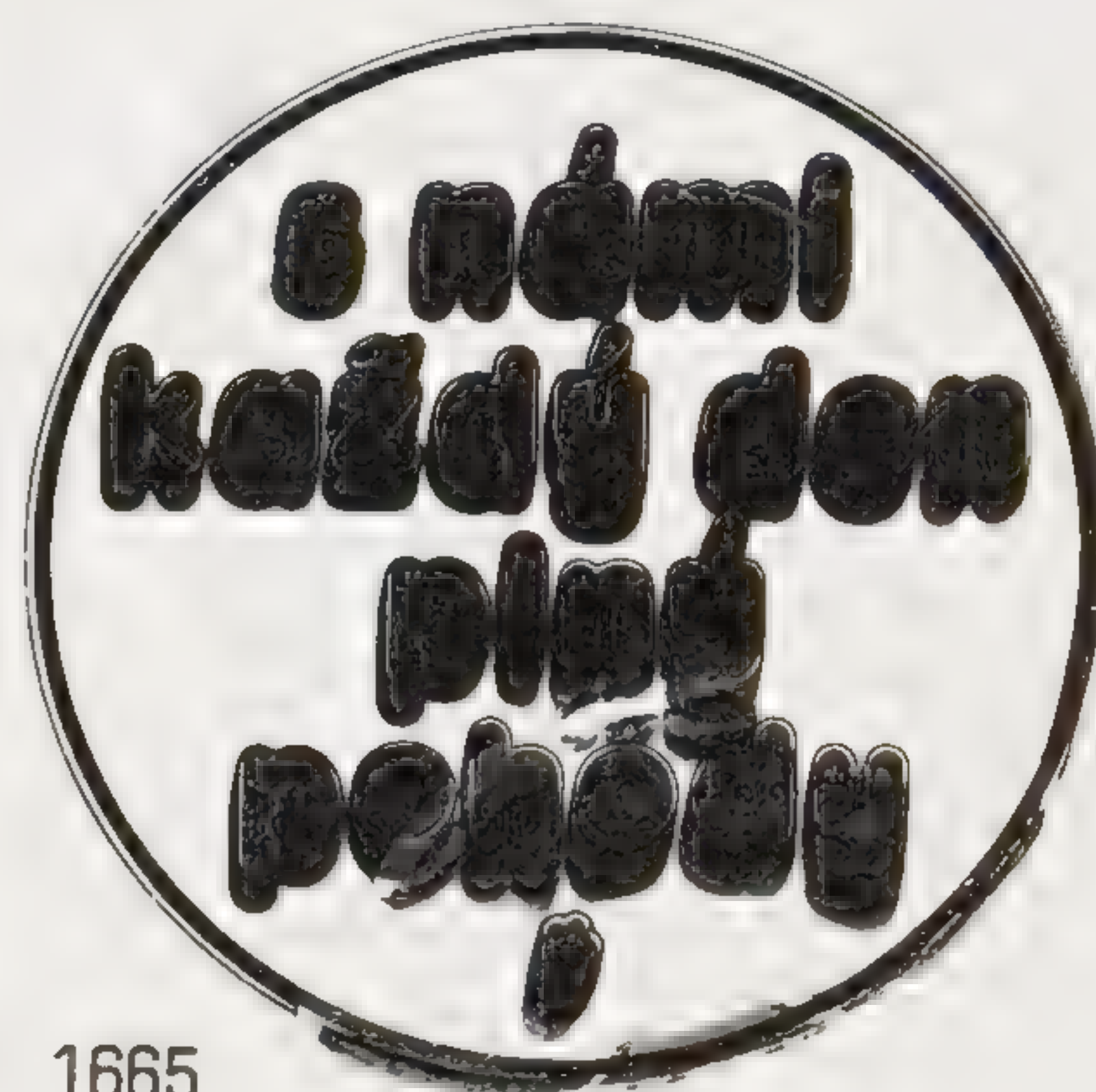
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ROUX BOUILLON

1659

ECLAT

1660



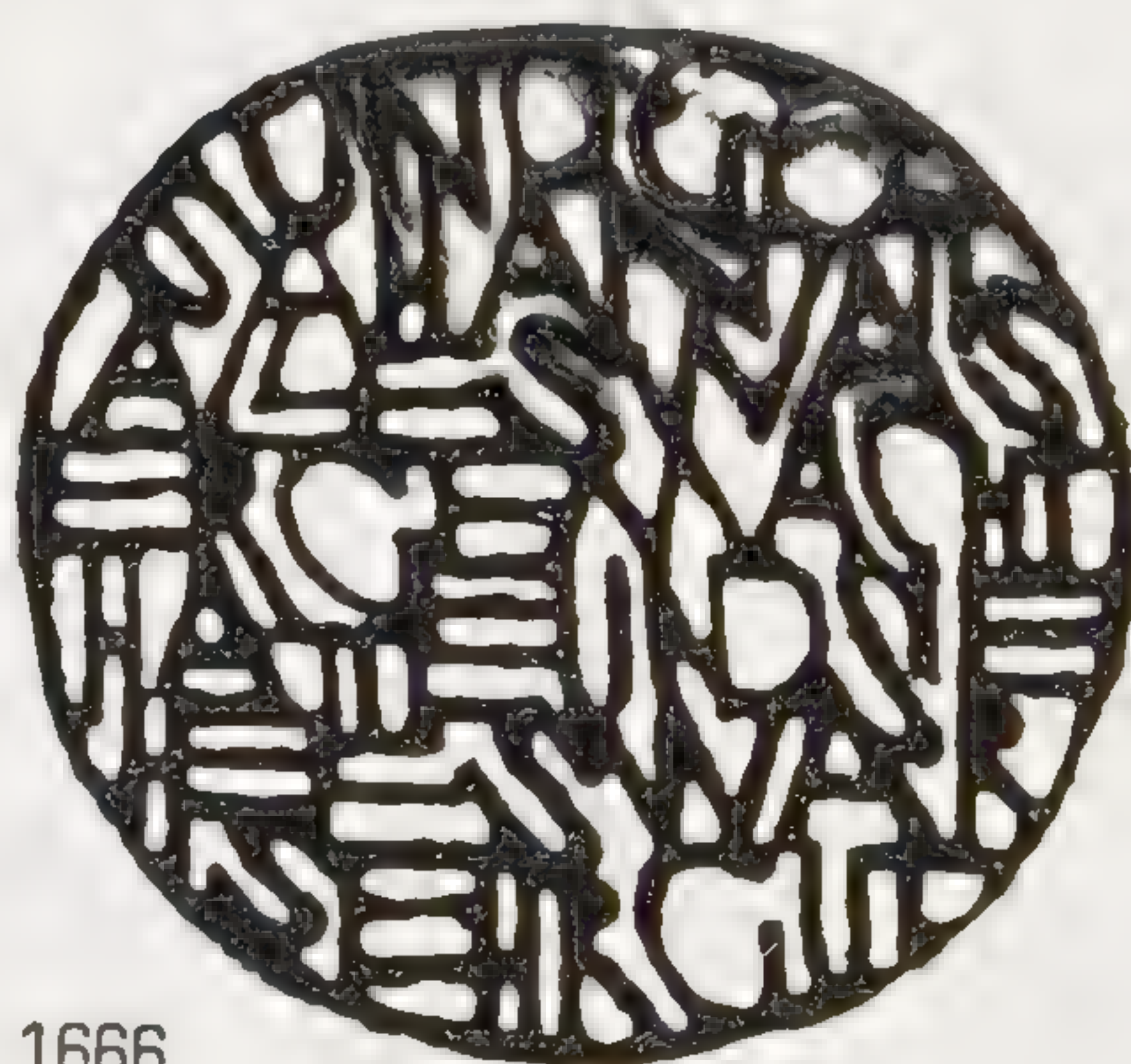
1665

Yum Yum!

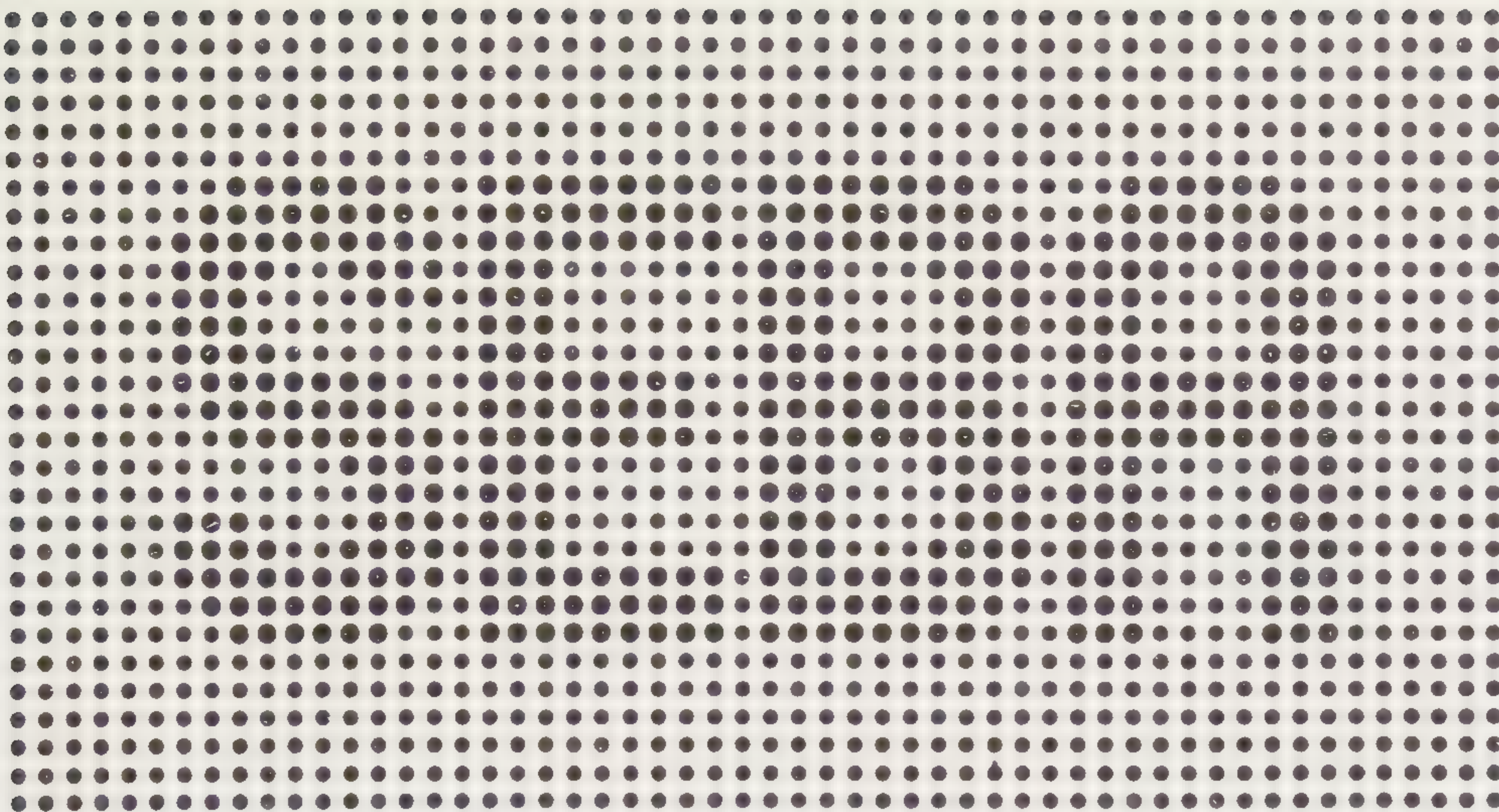
1661

OBAMA

1662



1666



1667



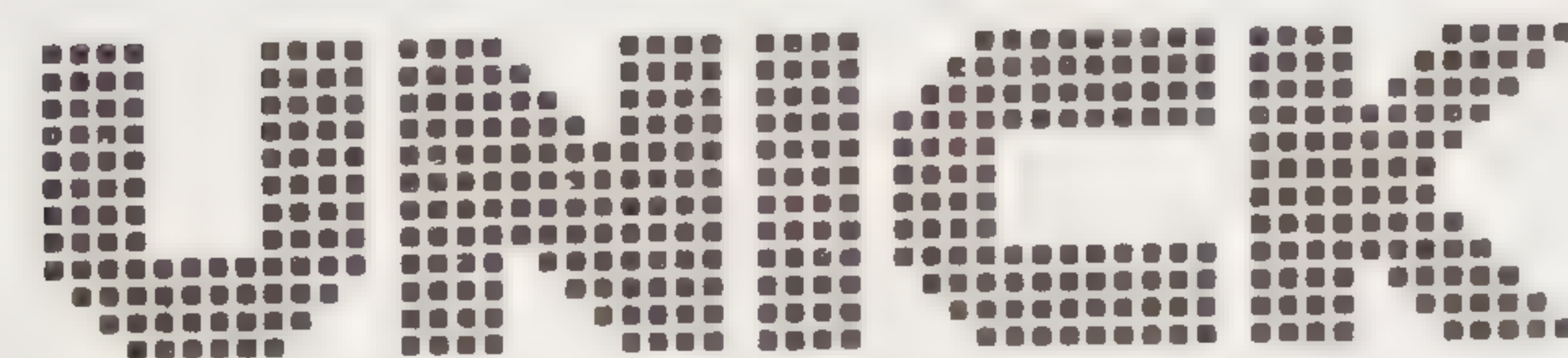
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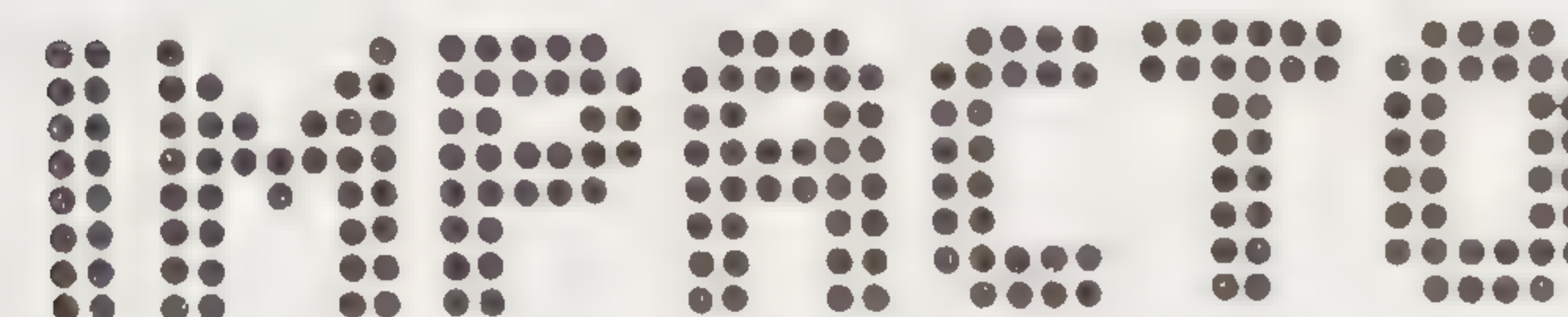
1669



1670



1671



1672



1673



1674



1675



1676

ANDREA JAKIL

1677

MULTI-MEDIA
SERVICES INTERNATIONAL

1678

Beatcehr

1679

SAX FANTASY

1680

MUSIC WR NOW!

1681

STUDIO C A S A

1682

HIGH ROAD

1683

DESIGNER
MÜNCHEN
DESIGNER

1684

TRUC

1685

JOE JUNK

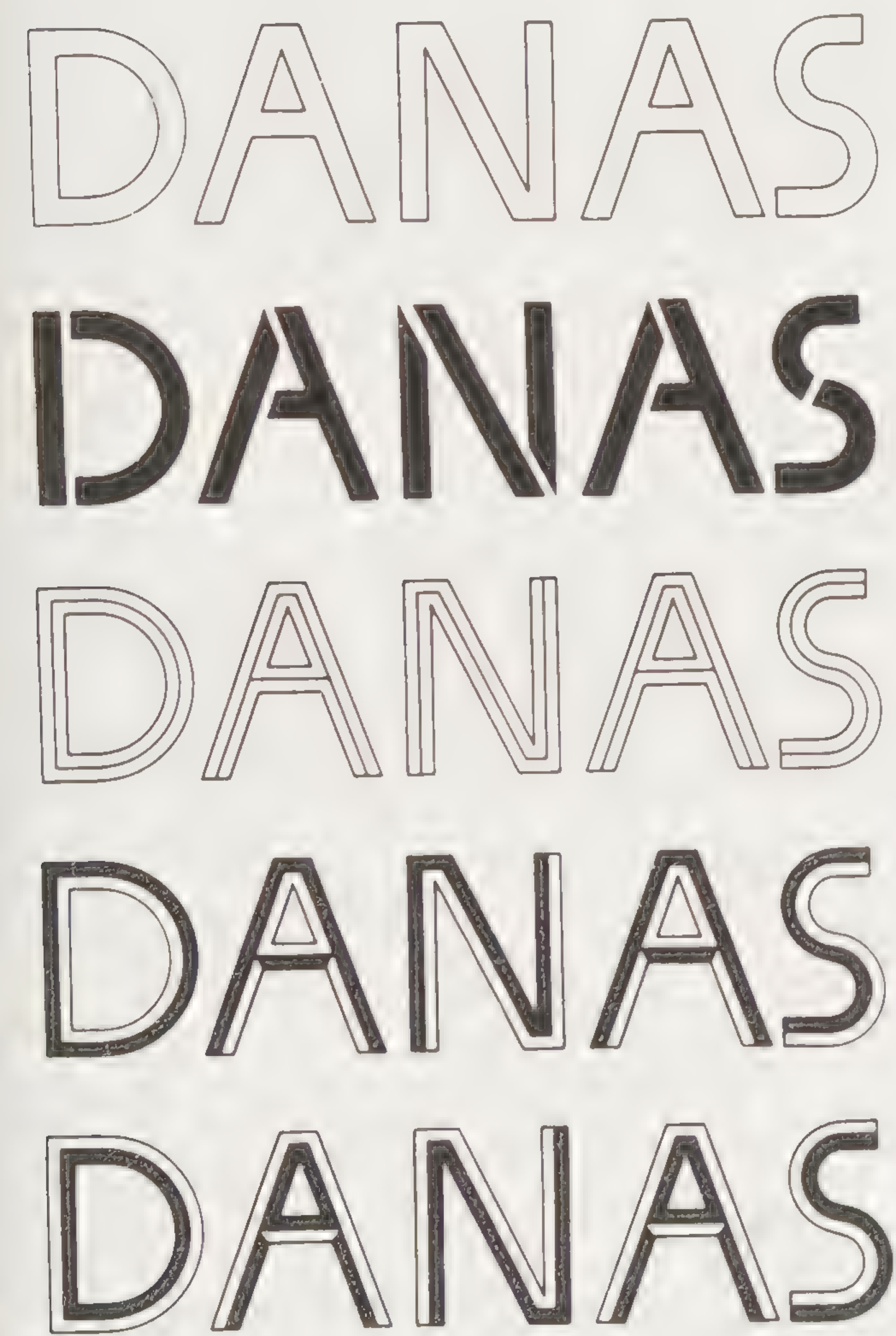
1686

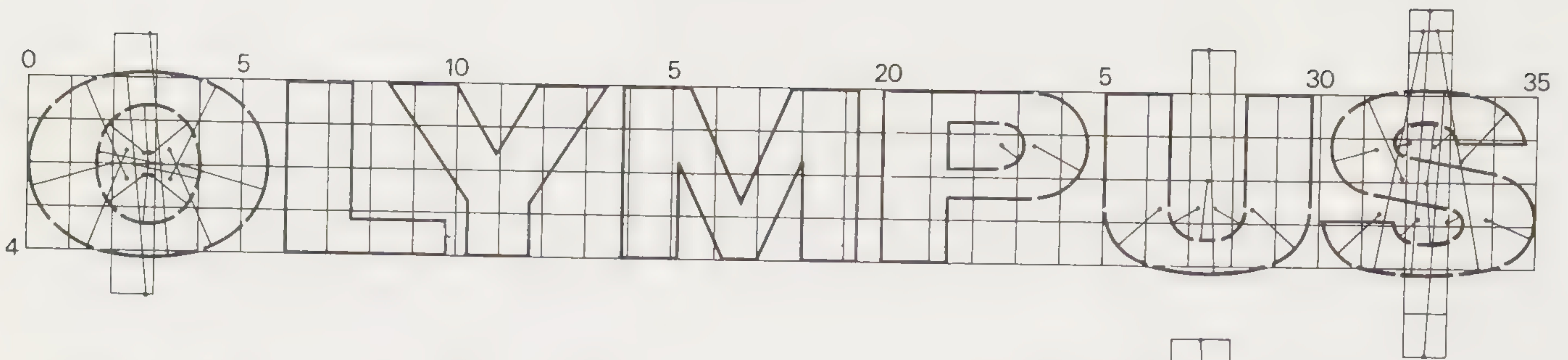
Logotype Variations

Logotypes vary, of course, depending upon need. Viewing distance will determine size—large from far away and growing smaller as proximity and paper size decrease. In the larger logotype, the lines appear thin and weak. In smaller sizes, the details will disappear. Consequently, those with thick lines are used when placing logotypes on buildings or neon signs. Thinner lines will be used on business cards, stationery, etc. Logotypes with lines of two or three different thicknesses become necessary to present a constant image.

Often—seen logotypes are used also as decorations. At company reception desks, logotype variations express the individuality of the company or the atmosphere of the reception area. Choices may be made by selecting among open types, types cut with a line, three dimensional and moving types. Some incorporate light and shadow into the design. Naturally, the designer will create specific effects for his client.

Shown here are variations of one logotype. No details are available of how they are being used.

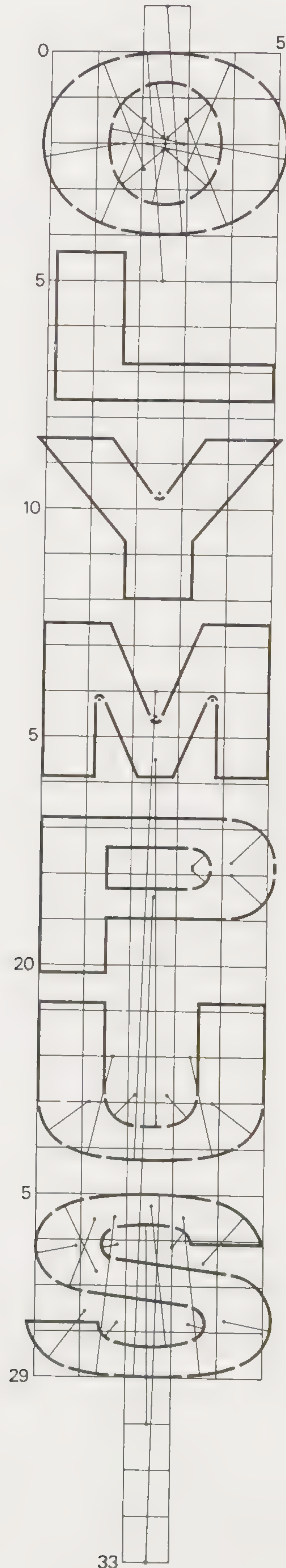




Indexing Diagram for Logotype

When writing a logotype on a big wall surface, a diagram to show how to index the letters becomes necessary.

The indexing diagram shows the proportion between right and left, and top and bottom of the logotype. It also indicates the size of letters, space between letters, thickness of lines, and the positions and centers of circular arcs.



T128 1) camera manufacturer
 2) AD-Olympus Optical
 3) D-Yasaburo Kuwayama
 4) Olympus Optical Industry Co., Ltd
 5) 1979(Japan)

Artists and their Works

A

Abe Isamu (Japan) 729
Abe Masahiro (Japan) 613.657.915.929.1066.1445.1489
Abe Noboru (Japan) 952.1394.1617
Adachi Kunihiro (Japan) 937
Adam, Peter (Toronto) 453.1535
Adomondo (Japan) 154
Adrian, Frutiger (France) 935
Aida, Mariko (USA) 1025
Ainoya Masazumi (Japan) 518
Ajioka Shintarô (Japan) 349
Akimoto Masami (Japan) 963
Alexander, John M. (USA) 1060.1389
Alexander Theodore C. Jr. (Chicago) 102
Allen Steve (USA) 609.1355.1502
Ambroshino, Thomas J. (New York) 612.1327.1330.1342
Andrea, Marcello (Italy) 483.1147
Angone, Conrad E. (Los Angeles) 207.398
Anisdahl,Leif F. (Oslo) 614.661.992
Aoki Hideki (Japan) 1084
Arakawa Shinji (Japan) 418.477
Araki Ryûichi (Japan) 549
Aramasa Taku (Japan) 277
Arima Tsuneo (Japan) 456.1353
Asakawa Nobuhiko (Japan) 641
Asami Hiroshi (Japan) 4.96.160.360.1179.1337
Ash, Stuart (Toronto) 453.1409
Assom, Franco (Italy) 724
Averink, Leen (France) 53.603

B

Baba Yûji (Japan) 853.1460.1589
Baca, Dave (USA) 874
Baden, Carl (USA) 6
Balkind, Aubrey (New York) 903
Ball, Gary (USA) 706.874.1025
Barton, J. (USA) 94
Bass, Joseph M. (Israel) 1533
Bass, Melanie (USA) 333.1272
Bass, Saul (Los Angeles) 699.978
Baur, R & S (Zürich) 103.253.262.265.269.1431
Baviera, Michael (Zürich) 264.492.509.655.906.1216.1265.1667
Bellemare, Raymond (Montreal) 89
Baltran, Felix (Mexico) 117.850.852
Benenti, Beppe (Italy) 1474
Bentz, Jean François (France) 49
Bertonceli, Matjaz (Yugoslavia) 526.618
Bingo Isao (Japan) 1164
Blanco, Ricardo (Buenos Aires) 496.789.1652.1672
Blase, Salvatore Di (Italy) 1114
Boeckel, Luiz Carlos (Brasil) 1548
Bolestridge, Scott (New York) 267.1421
Bolis, Tomaso (Italy) 1114
Bouling, Rabacca (USA) 1299
Breton, Emilio (Mexico) 1001
Brod, Stan (USA) 165
Bronsard, Henri-Paul (Montreal) 767.1527.1529.1651
Brown, John S. (Canada) 159.1085
Bujatti, Madeleine (Austria) 225.226.227.228.

295.680.840.1372
Bullock,David (USA) 898.1485
Bundzak, Bill (New York) 3.21.51.299.409
Burckhardt, Dominik (Zürich) 376
Burgert, H. J. (West Berlin) 1575.1666
Burnazzi, Giovanni (Italy) 82.254.309.886.896.1093.1262.1631

C

Cain, Candy (New York) 1352
Canales, Jorge (Mexico) 504.578.725.1091
Canovas, Eduardo A. (Argentina) 70.195.615.666.786.942.1040.1135.1290.1366.1491.1494.1633
Carr, Frank (Mexico) 1398.1399
Carral, Jorge (Mexico) 146
Castro, Dicken (Columbia) 279
Cauduro, Joao Carlos (São Paulo) 8.236.291.314.379.380.381.383.386.387.388.389.390.396.409.539.544.946.1105.1220
Cayton, P. (New York) 1424
Chabayashi Tadashi (Japan) 1604
Chandler, Cliff (USA) 1565
Chan, Judy (New York) 109
Chavda, Jagdish (USA) 607.1044.1094
Chavez, Constance (USA) 1554
Chermayeff & Geismar Associates (USA) 741.742.879.928.1037.1140.1384.1685
Chinone Masao (Japan) 1381
Chiyoda Akira (Japan) 1041.1457
Christensen, Carl (Oslo) 623
Christov, Ognian (Bulgaria) 97.570
Churchward, Joseph (New Zealand) 1625
Ćirlć, Miloš (Beograd) 17.431.761.779.780.781.782.793.829.1007.1635
Clark, William G. (Toronto) 445
Clock, Carter (USA) 1425
Communication Project (Japan) 96
Cannelly, Don (USA) 197.1371.1405
Constable, John (USA) 631
Cooke, Ken (New York) 1584
Coppola, Norberto (Buenos Aires) 1218.1433
Coppola, Silvio (Milano) 36.111.420.857
Cordera, Carmen (Mexico) 726.854.893.1111.1341
Corral, Isabel (Mexico) 7
Creel, Sofia (Mexico) 1111
Crouwel, Wim (Amsterdam) 745
Cusik, Rick (USA) 1361
Cutini, Rinaldo (Roma) 1599
Cvetković, Goran (Yugoslavia) 1559.1560

D

Dabinett, Peter (Ireland) 190.224
Dacosta, Rey R. (Venezuela) 41.218.524.698.822.823.1136
Daimon Toshihiko (Japan) 229
Damia, Henri (France) 1495
d'Andrea, Marcello (Italy) 508.513.514.755
Darden, Lillian (New York) 1017
Davidsen, Stein (Norway) 956.1540
Davis, Don (USA) 148.469.1113.1326.1339.1345.1448.1451.1486.1487
Delany, George (USA) 740.1323.1380
Delany, Sandra (USA) 1323
Dheer, Sudarshan (Bombay) 196.278.472.1280
Dicristo, Victor (USA) 631.927.1363
Dieterich, Claude (Peru) 147.1377.1508.1528.1532.1534
Dieter, Joe (USA) 801.932.933.1132.1209.1235.1309

Digianni, John (USA) 722.1259.1304
Doveri, Claudio (Milano) 1036
Dradi, Massimo (Milano) 242.511.628.1159
Duijvelshoff, Daphne (Amsterdam) 71.241.579.1417
Duschek, Karl (West Germany) 888
Dvorsak, Ivan (Yugoslavia) 29.526.533.984

E

Ecchûya Isao (Japan) 1084
Echartea, Teresa (Mexico) 852
Eckersley, Richard (Ireland) 1067
Eckstein, Arthur (New York) 11.215.330.556.1461
Edwards, G. (Mexico) 54.246.713
Elsa, Pfister (Switzerland) 281
Emanuela, Quadrew (Milano) 1344
Engel, Lotus (France) 1552
Engelse, Bram (Holland) 1385
Engen, Scott (USA) 5.365.652.971.982.1187.1243.1305.1319.1320.1321.1359
Engle, Ray (Los Angeles) 503.705.899.1657
Engstrom, Ove (Sweden) 37.175.183.401.1047.1135.1522
Erich, Unger (West Germany) 1058
Escot, Alain (France) 1550.1626
Esquivel, Luis Miguel (Mexico) 1365
Esteban, F. R. (USA) 76.321.1170
Eurographic Ltd. (England) 1266.1280.1291.1423.1587.1650
Evans. Jack (USA) 55.77.667.1296.1343.1387.1467.1472

F

Ferguson, Bob (USA) 1563
Fernandes, Rodrigo (Columbia) 284.450.972.588
Ferraro, Armando (Venezuela) 558
Fierro, Leticia (Mexico) 893.1510
Finsilver, Charles E. (New York) 565
Fisher, Bryan (USA) 1012
Fleischmann, Gerd (West Germany) 1401
Follis, John (Los Angeles) 64.144.1250.1507
Foster, Tony (Manchester) 1.169.258.273.531.564.588.640.643.1168.1182.1183.1184.1204.1268.1275.1358.1456.1492.1524.1595.1619.1678
Franks, Stephen (London) 1383
Friedland, Michael (Montreal) 951
Fujii Hajime (Japan) 354
Fujii Kazuharu (Japan) 161.669.704.1030
Fujii Kazuyoshi (Japan) 1457
Fujishige Teruo (Japan) 359.474.668.1006.1055.1369.1476.1498.1604
Fujita Rei (Japan) 1324
Fujita Takashi (Japan) 1079
Fujita Yoshihiro (Japan) 532
Fujiwara Hiroshi (Japan) 853
Fujiya (Japan) 1462
Fukano Tadasu (Japan) 122.525.593.645.648.736.841.844.845.864.872.939.1095.1230.1258.1370.1382.1406.1407.1496.1538.1645.1647.1648.1655
Fukuda Akira (Japan) 1668
Fukuda Masaaki (Japan) 608.832.1166
Fukuda Shigeo (Japan) 534
Fukuda Tsuyoshi (Japan) 828
Fukuyama Toshio (Japan) 1570.1579.1580.1581
Furhoff, Eva-Lotta (Sweden) 37
Furuhata Kuzutoshi (Japan) 625
Furumura Osamu (Japan) 156.589.943

Artists and their Works

Furuta Masaki (Japan) 552,688,690,694,739,838

G

Gal, Ann Von (USA) 1645
Galli, Pietro (Italy) 468,902,1310
Games, Abram (London) 1605
Ganda, Julia (USA) 1299
Garnier Florent (Lyon) 40,106,954,1096
Gassner, Christof (Frankfurt) 238,259,375,1154
Gayton, Silvio (USA) 48,408,1099,1316
Georgiev, Anton (Bulgaria) 570
Gerbault, Robert (France) 1501
Gersin, Robert P. (New York) 267,891,901,997,1298,1352,1421,1584,1641
Geyer, Gérard (France) 1390,1628
Gianninoto Associates Inc. (New York) 722,1304
Gibbs, David (USA) 131,1010,1292,1400
Gips, Philip (New York) 1068
Giunta, Guy (USA) 1563,1566
Glaser, Milton (New York) 318,319,433,576,595,846,1034,1207,1271,1274,1286,1297,1315,1322,1334,1354,1356,1509
Gomes-Casallas, Gustavo (Columbia) 284,450,621,972,988
Gomes, Nato (Brasil) 1031,1547
Gomes, Renato (Brasil) 523,632,660,1422,1545,1547
Gomez, Carmen (Zürich) 1265
Gomez, Juan Ignacio (Mexico) 820,854,1365
Gordon, Michael (New York) 1156
Gotô Toshio (Japan) 1203
Gottschalk + Ash International (Toronto) 98,255,276,453,947,1409,1535
Graef, Richard (USA) 64
Graham, Diana (New York) 198,1068,1180
Gustavsson, Torgny (Sweden) 401,1522
Guthrie, Calvert (USA) 1351,1446,1447
Gutierrez, Abner (New York) 997

H

Hagenberg, Helfried (West Germany) 716
Hagstrom, Mike (USA) 1441
Hakuhôdô (Japan) 1462
Harada Katsuhiko (Japan) 882
Harada Taeko (Japan) 229
Harb Yagur and Assoc. (Los Angeles) 699
Harder, Rolf (Montreal) 13
Hargenhoffer, Robert (USA) 805,894,934
Hario Kikakuka (Japan) 1141
Harrington, Damien (Ireland) 87
Harris, John (Manchester) 1182
Haryû Minoru (Japan) 695
Hasegawa Yutaka (Japan) 1127
Hayakawa Yôji (Japan) 359
Healey, Gavin (London) 135,136,452,504,506,616
Heiman, Shannon (Los Angeles) 1657
Henrion (London) 199,428
Henrion, FHK (London) 32,447
Hergenrother, Walter (Italy) 59,177,304,733,734,965,1064,1116,1139
Herold, Michael (West Germany) 1178
Higashi, Sandra (USA) 1219
Higashihara Kôzô (Japan) 385
Hiragai Toshio (Japan) 1004
Hiramatsu Motoki (Japan) 332
Hirano Yoshiari (Japan) 1042,1204

Hirano Yoshio (Japan) 60,65,220,239,316,869,1514
Hirata Akira (Japan) 90,162,178,520,687,719,752,1349,1490
Hiromura Masaaki (Japan) 342,1229
Hiro Tetsuo (Japan) 865,1005
Hirose Ken'ichi (Japan) 512,516,701,703,837
Hoashi Jitsuo (New York) 109
Hollender,Jan (Poland) 81,373,394,568,569,581,754,957,1391,1656
Hollick, Kenneth (London) 300,931,1123,1142,1420
Holloway, Les (Toronto) 98
Honda Hidekazu (Japan) 138,1683
Horiuchi Syun'ichi (Japan) 166,853
Hosoya Iwao (Japan) 736,1230,1370,1455
Hughes, Edward (USA) 46
Hunt T. Wayne (Los Angeles) 64,1250

I

Iannibelli, Nair (Brasil) 395,1548
Ibov, Paul (Belgium) 471,991
Ichihashi Atsushi (Japan) 561,709,1252
Ide Syôhei (Japan) 1596
Iekushi Masami (Japan) 1281
Igarashi Takenobu (Japan) 118,160,328,620,658,776,858,860,950,1670,1673,1674
Iguchi Yasuhisa (Japan) 913
Iida Kaoru (Japan) 587,629,830,1226,1307,1473
Iijima Moriyoshi (Japan) 367,518,809,881,1569
Ikeda Masaki (Japan) 877
Ikeda Takao (Japan) 15
Ikegami Mitsuru (Japan) 1598
Ikola, Gale William (USA) 176
Iliprandi, Giancarlo (Milano) 2,922
Imai Tadanao (Japan) 1144
Inagaki Katsuaki (Japan) 120
Ingles, Glen (USA) 5
Inui Hidehiko (Japan) 1324,1682
Iseya Hiroshi (Japan) 34,38,255,548,560,826,843,885,1062,1101,1157,1249,1459
Ishida Mitsuo (Japan) 1133,1267
Ishihama Toshine (Japan) 362
Ishihara Yukio (Japan) 1544
Ishikawa Kunihiko (Japan) 1102
Ishikawa Minato (Japan) 311,1039,1636,1649
Ishikawa Naoto (Japan) 154
Ishikawa Tadashi (Japan) 33,180,292,343,466,590,816,839,1404
Ishizaka Shûzô (Japan) 1261
Isuzu Jidôsyâ (Japan) 99
Itô Katsuichi (Japan) 586,700,1004,1013,1035,1088,1120
Itô Shôji (Japan) 723
Itô Yoshiharu (Japan) 1520
Ivanov, Assen (Bulgaria) 602
Iwamoto Masatoshi (Japan) 833

J

Jakob, Robert (New York) 20,1233
Jasinski, Jarostaw (Warszawa) 203,204,1138
Jenkin, Marisa Diez (Mexico) 547,1464
Jinbo Yoneo (Japan) 606,1206
Jodfowski, Tadeusz (Warszawa) 204
Joe, Alvin (USA) 1188,1225
Jones, K. C. 145

K

Kajikawa Susumu (Japan) 1598

Kakihara Kunio (Japan) 1253
Kalderon, Asher (Israel) 181,193,440
Kamekura Yûsaku (Japan) 487,842
Kamishima Kazuyoshi (Japan) 324
Kamono Minoru (Japan) 873,1117,1146,1263
Kanai Kazuo (Japan) 1089,1478,1602
Kanamori Syûichi (Japan) 1577
Kanda Syunji (Japan) 473,519,1145,1519
Kaneko Ken'ichi (Japan) 129,467
Kaneko Kenji (Japan) 429,446
Kanise Yukio (Japan) 715,756,911
Kanô Yûji (Japan) 949
Kantscheff, Stephan (Bulgaria) 202,256,499,747,769,791,792,806,807,862,1033,1049,1052,1107,1273,1450,1630,1631,1662
Karlsson,Kurt (Sweden) 1047,1135
Kasai Kaoru (Japan) 1569
Katô Osamu (Japan) 1658,1659
Katô Yoshimitsu (Japan) 123,517,945,1613
Katô Yoshio (Japan) 1079
Katsuoka Shigeo (Japan) 4,14,15,360,627,659,855,1014,1075,1126,1179,1337,1654
Kawahara Shirô (Japan) 1175
Kawarabayashi Yûji (Japan) 1276
Kayaba Osamu (Japan) 867
Kemény, Györey (Budapest) 1418
Ken Design (Japan) 562,676,1051
Kihara Hideki (Japan) 119
Kimura Ikuya (Japan) 174,323
Kishimoto Kazuo (Japan) 366
Kishimoto Yoshihiro (Japan) 133,134,137,327,723,1515
Klingen (West Germany) 274
Klose, Stanton (USA) 887
Kneebone, Peter (Paris) 1236
Kobayashi Shigeji (Japan) 1027,1458
Kochiwa Tadaaki (Japan) 1133
Komai Hiroshi (Japan) 1217
Komatsubara Masamitsu (Japan) 216
Komori Shigeo (Japan) 507
Komoriya Yoshitake (Japan) 1610
Korten, Manfred (West Germany) 25,26,940
Kossoff, Debbie (New York) 500,774,1376
Koyoda Fumio (Japan) 186,305,346,727,728,757,1119,1156,1564
Kramer, Burton (Toronto) 101,438,494
Krol, Stan (London) 1043,1279
Kudô Tsuyokatsu (Japan) 155,718,1251,1658,1659
Kumazawa Masato (Japan) 826
Kündig, Hans (Sweden) 435,958,1048,1213
Kurihara Zenjirô (Japan) 527,963
Kuriyama Mizuya (Japan) 1029
Kurobe Yoshihiko (Japan) 966
Kuroda Yukio (Japan) 574
Kurosaki Kôtarô (Japan) 334,370
Kusumi Isao (Japan) 1076,1321,2213
Kuwayama Yasaburô (Japan) 440,454,481,665,673,684,686,707,709,804,843,873,874,969,1074,1077,1090,1117,1146,1150,1175,1186,1198,1223,1246,1263,1437,1459,1643,1661

L

Lanari,Roberto (Brasil) 382
Larcher, Jean (France) 1061,1301,1390,1495,1501,1531,1542,1549,1550,1551,1552,1553,1626,1628
Larsen, Kenneth (USA) 44
Lauterbach, Bernd E. (West Germany) 1234
Leaf, Georgina (New York) 891
Leavitt, George (New York) 576

Lebowitz, Mo (New York) 201.1396
Lehfeld, Ernest (Mexico) 68.72.78.85.88.150.434.
458.594.646.770.1009.1082.1663
Lehrman, Lew (New York) 200.430.500.774.1020.
1103.1376
Leidel, Mike (USA) 1162.1411
Leigh, David (New York) 210.565.585.895.1080.
1221.1300
Leon, Javier De (Mexico) 819
Lesniewdcz, Terry (USA) 47.52.57.58.92.124.
214.266.980.983.1065.1325.1375
Leufert, Gerd (Venezuela) 22.110.557.1562
Lewandowski, T. A. (France) 1061
Lewis, Tom (USA) 211.611.1642
Lienhart, James (Chicago) 149.679.1193.1194.
1195.1284
Lifton, Diana (USA) 1669
Lock, David (London) 105.353.944.1383
Lohman, H.W. (Netherlands) 10.62.271.760.1224
Ludlow, Chris (London) 199.428
Luigi, Miani (Milano) 1161.1344

M

Mabry, Micheal (USA) 1614
Mabuchi Tetsuharu (Japan) 601.639.959.1622.
1629.1637
Maekawa Kazuo (Japan) 464
Magalhães, Aloisio (Brasil) 382
Magnelund, Per (Norway) 1367
Malerba, Carlo (Italy) 296.297.692.721.724.930.
1335.1511.1645
Marc, Burkhalter (Switzerland) 708
Märtens, Karl (Toronto) 101.438
Martin, Jerry L. (USA) 1019.1483.1554
Martino, Ludovico Antonio (São Paulo) 8.236.
291.314.379.380.381.383.386.387.388.389.390.396.
409.539.544.946.1105.1220
Marx, József (Hungary) 1418
Mary Carter Industries (New York) 21
Masubuchi Ikuo (Japan) 216.480.527.630.665.670.
963.1588
Masubuchi Kuniharu (Japan) 34.38.261.548.560.
630.731.885.1062.1101.1157.1249
Masuda Sadayuki (Japan) 1673.1674
Masuzu Akiko (Japan) 812
Matsuda Hiroshi (Japan) 346
Matsuki Ryôsuke (Japan) 423.748
Matsumoto Hiroshi (Japan) 1588
Matsunaga Shin (Japan) 402.491.688.690.691.
694.739.838.870.884.1190.1228.1322.1429.1454.1601
Matsuo Toshihiko (Japan) 586
Matsuyama Hideo (Japan) 689
Mazzara, Maria (USA) 914.1350
McGinnis, George (New York) 572
McGuinness, Catherine (USA) 1380
Mckee, Dennis (USA) 1483
Medina, Fay (Mexico) 547.1086.1464.1679
Medina, Fernando (Madrid) 317.908
Memelsdorff, Frank (Barcelona) 294.1158.1465
Messenger, Roger F. (Toronto) 445
Meyer, Rudi (France) 49
M. F, Nedo (Venezuela) 22
Mikku Burein Sentâ (Japan) 234
Milani, Armando (Milano) 460.912.1232
Milani, Maurizio (Milano) 460.912.1232
Miller, Allan W. (USA) 125.164.436.459.505.1143.
1393
Mills, Harry (Manchester) 1184
Minato Atsuo (Japan) 1042

Minowa Jirô (Japan) 1395
Misaki Harumasa (Japan) 121.866.1021
Mitani Takeya (Japan) 709
Mitani Yutaka (Japan) 83.126.1160.1306.1594
Miyake Tsuyoshi (Japan) 1124.1453.1536
Miyanaga Iwao (Japan) 804.1077.1117.1186.1198.
1263.1661
Miyata Kazuyoshi (Japan) 1591
Miyazaki Michio (Japan) 424
Miyoshi Takashi (Japan) 1653
Mizumori Mieko (Japan) 1328.1331
Mizumori Muneo (Japan) 454.656.686.804.813.
814.874.1115.1144.1150.1246.1253.1328.1331.1430.1479.1520
Mizuno Kôichi (Japan) 833
Mohr, Gunter (USA) 706
Momayez, Morteza (Teheran) 1504
Monteiro, Eduardo (Brasil) 1545
Morales, Monica (Mexico) 726.1510
Mori Ikuo (Japan) 889.890
Mori Kikugorô (Japan) 1462
Mori Kôji (Japan) 719.1349
Morikami Satoshi (Japan) 334.352.953.1200.1201
Morin, Jean (Montreal) 13
Morishita Kageyoshi (Japan) 1046
Morita Honami (Japan) 625
Moroboshi Kanju (Japan) 1134
Moroto Syunsuke (Japan) 675
Motter, Othmar (Austria) 743.919.1131.1503.1555
Muller, Jean-Claude (USA) 1507
Murakami Kazuhiko (Japan) 1462
Muramatsu Takashi (Japan) 813.814
Muranaka Gai (Japan) 432.880.1440.1574
Murase Syôzô (Japan) 810.1596
Murgatroyd, Keith (London) 1.258.273.564.1183.
1358.1492
Murphy, Harry (USA) 45.422.887.892.899.938.
1026.1073.1087.1130

N

Nagai Kôji (Japan) 635.790
Nagano Hiromi (Japan) 502
Nagano Toshiko (Japan) 16.84.364.773.1155.
1593.1680
Nagaoka Nobuyuki (Japan) 604
Nagata Katsumi (Japan) 665
Nagatomo Keisuke (Japan) 1200.1201
Nakagaki Takako (Japan) 550.1586
Nakagawa Kenzô (Japan) 334.352.370.549.953.
995.1015.1076.1200.1201.1653
Nakahara Takeo (Japan) 336.510.563.863.
1151
Nakai Ichirô (Japan) 865.1005.1499
Nakai Kôichi (Japan) 865.1005.1499
Nakamoto, Risa (USA) 1582
Nakamura Isato (Japan) 332
Nakamura Yasuhiro (Japan) 156
Nakanishi Ben (Japan) 1288
Nakanishi Nobuyoshi (Japan) 60.65.220.239.
317.869.1038.1514
Nakatani Kyôji (Japan) 1228.1601
Nakayama Fumiyo (Japan) 1038
Nakayama Taijirô (Japan) 277.451.641.1125
Nanbu Toshiyasu (Japan) 600.624.952.1394.
1471.1523.1617.1671
Navarre, Al (USA) 47.52.57.58.92.124.214.266.
980.983.1065.1325.1375
Netzlél, Kurt (Sweden) 1623
Neumann, Robert L (USA) 312
Neumeier, Marty (USA) 245.617.1219

Nguyer, Dung (New York) 903
Niinomi Syunji (Japan) 601.639.959.1063.1622.
1629.1637
Nikolov, Nikola (Bulgaria) 967.1109
Nishida Kazunari (Japan) 33.120.180.184.292.418.
442.477.482.489.530.853.1069.1404
Nobuyama Hiroyasu (Japan) 352.549.995.1015
Noda Tetsuo (Japan) 18.243.326.677
Noguchi Yûko (Japan) 1240
Nomura Masahiko (Japan) 1041
Novarese, Aldo (Italy) 86.529
Novarese Studio (Italy) 86
Nozaki Toshinori (Japan) 810.1536
Nunn, Martin (Manchester) 1268.1524

O

Obata Keiji (New York) 109
Odermatt, Siegfried (Zürich) 209.413
Ogawa Osamu (Japan) 69.188.354.1244.1364.1449.
1621
Ogawara Giichi (Japan) 653
Ogura Michio (Japan) 1462
Ohara Nobuo (Japan) 1185
Oka Yasumasa (Japan) 357.476.573.595.598.
599.824.825.1173.1557.1596.1612
Okada Ichirô (Japan) 671.996
Okano Tetsuo (Japan) 1120
Okazawa Gô (Japan) 172
O'hanlon, Anthony (Ireland) 1434
Oike Kimio (Japan) 1046
Omote Osamu (Japan) 697
Oohashi Shigeo (Japan) 960.1324.1594
Oohashira Kimito (Japan) 179.384.1016.1379
Oomori Shigeshi (Japan) 344
Oonishi Sôgen (Japan) 378.877.1069
Oono Kazuo (Japan) 443.759.923.1148.1500.
1513.1521.1600
Oonuki Tadao (Japan) 1451
Oonuma Hose (Japan) 184
Oota Tetsuya (Japan) 239.289.642.811.904.
1627
Ootaka Takeshi (Japan) 306.308.335.340.479.
583.584.737.808.878.1269
Ootomo Yoshitaka (Japan) 1256
Osborne, Alicia Marina (Brasil) 660.1422
Osti, Maurizio (Italy) 1114
Otô Osamu (Japan) 1324.1682
Ozawa Mariko (Japan) 1071
Ozumi Keijirô (Japan) 1632

P

Paniagua, Santos (Milwaukee) 909
Patil, Prakash (Bombay) 196
Patiwael, Donald (Netherland) 275
Pecareff, Nicolai (Bulgaria) 848
Peter, Christensen (Switzerland) 538.708
Petrov, Velizar (Bulgaria) 486.493.849.1403
Pettersen, Tor (London) 105.1640
Pham-Phu, Oanh (Munchen) 130.393.545.750.
1000.1057.1397.1516.1583
Piatt, Jeff (USA) 76.1170.1347
Ponce, Alfonso Capetillo (Mexico) 208.235.
329.368.427.714.796.797.1018.1317
Potts, Charlotte (USA) 1505
Prüssen, Eduard (West Germany) 230.644
PVDI (Brasil) 27.67.74.140.143.223.263.283.310.
363.415.417.419.449.495.498.619.758.1007.1312.1414.1676

Artists and their Works

☐

Qually,Robert (USA) 80

Quon, Mike (New York) 403,999,1156,1424

Р

Raducki, Maciej (Warszawa) 203

Rafael, Rodrigues (Brasil) 9.260,382,395

Rajlich, Jan (Czechoslovakia) 1665

Rajlich, Jan Jr. (Czechoslovakia) 1110

Rathousky, Jiri (Czechoslovakia) 1106

Rea, John (New York) 572

Redaelli, Guido (Milano) 1104,1161

Resler, Greg (USA) 1410

Reuter, Linda (USA) 95

Rey, Ricardo (Puerto Rico) 1078

Reyes, Mónica (Mexico) 117,850

Reygdas, Alejandro (Mexico) 975

Rey, Ricardo (Puerto Rico) 313,315,985,986

Ribeiro, Angela (Brasil) 523,632

Ricci, Franco Maria (Italy) 1506

Richards, Micheal (USA) 1362,1443,1614

Richards, Ron (Canada) 192

Rión, Carmen (Mexico) 7

Rion, Fernando (Mexico) 91,146,232,233,339, 975,1003,1398,1399

Robertis, Paolo De (Italy) 721

Roberts, Linda (USA) 1642

Robin, Randi (USA) 104,1303,1336,1426,1638

Rodriguez, Alexandre (Mexico) 1313

Rodriguez, Jose Carlos (Barcelona) 993

Roland, Carlos (Barcelona) 294,351,406,612, 976,978,989,990,993,1008,1108,1158,1214,1338,1340,1357, 1368,1415,1442,1465,1620

Rolén, Ola (Sweden) 1623

Rose, Baney (New Zealand) 1625

Rousselot, Ricardo (Barcelona) 1214

Ruiz, Guillermo Gonzales (Buenos Aires) 75,107,485,968

Ruuska, Pentti (Finland) 320

Ѕ

Saitō Hiroshi (Japan) 1281

Saitō Ichirō (Japan) 1395

Saitō Yoshiaki (Japan) 764

Saitō Yoshihiro (Japan) 1558

Sakado Hideko (Japan) 343,466,590,816,839, 1100,1488

Sakai Seizo (Japan) 1466

Sakakibara Yasushi (Japan) 812

Sakata Eiko (Japan) 344,411,1517

Sakaue Hiroshi (Japan) 411

Sakiyama Shimokazu (Japan) 647

Saks, Arnold (New York) 20,43,1233

Saks, Arnold Associate (New York) 20

Sakuma Masami (Japan) 1574

Sakuma Tôru (Japan) 152,153

Sakurai Ken'ichi (Japan) 1100,1488

Salamounová Věra (Czechoslovakia) 1106

Salaroli, Sergio (Roma) 331,766,1167

Salas, Ricardo (Mexico) 714,796,797,819,1313,1590

Sanada Akira (Japan) 550,1586

Sanchez, Hector (Mexico) 1546

Sanchez, Manuel (Mexico) 73,439

Santamarina, Elias (Spain) 654

Santamarina, Jose (Spain) 787

Santis, Alfredo De (Roma) 30,127,355

Sasago Yukimi (Japan) 950

Sasaki Takao (Japan) 79,960,1112

Sasso, Michelle (USA) 803

Satake Yasunori (Japan) 876,1470

Satō Jin (Japan) 995

Satō Kazuhiko (Japan) 764

Satō Shigeru (Japan) 465

Satō Tamami (Japan) 1133

Satō Tetsuo (Japan) 952,1394,1617

Satō Yûji (Japan) 39,974

Satō Yutaka (Japan) 139,171,571,696,777,861

Satomi Yôko (Japan) 575,835,1152

Sawada Jirô (Japan) 187,981

Sawada Kôtarô (Japan) 187

Scheur, Hans E. (West Germany) 426,924

Schillemans, A. G. (Amsterdam) 28,325,580,633, 746,903,1050

Schmidt, Helmut (Japan) 24,113,116,219,287,303, 347,361,416,662,664,683,744,795,955,1032

Schmidt, Klaus (London) 199,428,1664

Schmidt-Siegel, M. Helmut (West Germany) 23,274

Schneider, Werner (West Germany) 1283,1493

Schoelkopf, Bob (USA) 821

Schumacher, Johann (New York) 267

Selame Design Group (USA) 12,280,286,290,299, 397,414,817,879,925,957

Selame,Joe (USA) 12,280,282,286,290,299,397,414, 817,897,925,1083

Sevak, Pravin (Bombay) 472

Sganzerla, Angelo (Milano) 771,847

Shakespear Design Studio (Buenos Aires) 554,783

Shakespear, Raul (Buenos Aires) 194,554,783, 1675

Shakespear, Ronald (Buenos Aires) 194,554, 783,1675

Shelden, Steve (USA) 818,1197,1475

Shibata Shigetoshi (Japan) 463,1412

Shibukawa Yasuhiko (Japan) 574,577,1438

Shibuya Hiroshi (Japan) 1203

Shigematsu Kenji (Japan) 835

Shigematsu Nobuyoshi (Japan) 575,1285

Shimada Tsuneo (Japan) 834

Shimizu Masahiro (Japan) 647,651,1482,1539, 1544

Shimizu Yoshitaka (Japan) 191,307

Shimokawa Masatoshi (Japan) 462,910

Shimooka Shigeru (Japan) 488,674,836,1427, 1561

Shimoyama Tsutomu (Japan) 605

Shindô Yôko (Japan) 1571,1572,1573

Shinohara Eita (Japan) 163,185,546,784,859

Shiratani Keizô (Japan) 918,926

Siegel, Schmitt (West Germany) 23

Simmons, Bob (USA) 1362

Sinadinos, Nickkolas (USA) 961

Siple, Greg (USA) 987

Skalar, Judita (Yugoslavia) 765,1132

Skalar, Peter (Yugoslavia) 205,268,425,682, 675,1129,1639

Sliwka, Karol (Poland) 182

Smith, Robin (New York) 200,430,1103

Snyder, C. Y. (USA) 821

Sommese, Lanny (USA) 998,1436,1686

Sonner, Irmgaid (West Germany) 377,391

Sonohara Toshio (Japan) 1240

Sood, Ashok (Bombay) 1282

Spaulding, Denise (USA) 1210

Sposari, Jorge (Buenos Aires) 231,470,883,936, 948

Staehelin, Georg (Zürich) 112,941,1684

Stankowski, Anton (West Germany) 272, 399,400

Stankowski+Duschek (West Germany) 272,399,400,888,1093

Steiner, Henry (Hong Kong) 240,288,800,802

Steiner, Peter (Montreal) 951

Stevens, John (New York) 1245,1277,1320,1374, 1624

Stewart, John D. (Scotland) 1092

Strunck, Gil L (Brasil) 237,521,522,1001,1011,1031

Sugamura Michiko (Japan) 114,345,1181,1295, 1346

Sugamura Yôichi (Japan) 114,345,1181,1295,1346

Sugaya Takeo (Japan) 710,1381,1392

Sugimoto Toyohiko (Japan) 674,836,1427

T

Tachiyama Emiko (Japan) 1062

Taga Hiroji (Japan) 108,341,536,559

Tajima Kazuo (Japan) 56,622,815,1121,1256

Takahashi Keiichi (Japan) 1570,1579,1580,1581,

Takahashi Koji (Japan) 432,880,1440,1469,1574

Takahashi Minoru (Japan) 212,222,371,372,720, 738,871,917,1177,1196,1202,1388,1413

Takahashi Toshiaki (Japan) 582

Takakita Yukihisa (Japan) 170,270,301,411,732, 1174,1237,1278,1287

Takano Sô (Japan) 700

Takeda Yasuko (Japan) 158

Takizawa Shigehiko (Japan) 480

Tami Yoshikatsu (Japan) 478,1556

Tanabe Masakazu (Japan) 1029,1238,1239,1264

Tanaka Eiji (Japan) 1267,1592

Tanaka Ikkô (Japan) 289,342,362,735,1229,1231, 1255

Tanaka Syûji (Japan) 1122

Tani Yoshiaki (Japan) 764

Taniguchi Tsuneo (Japan) 1185

Tanimura Kenzô (Japan) 520

Tankard, Brian (Manchester) 1619

Tatsumi Ichirô (Japan) 710

Tchakarov, Stefan (Bulgaria) 768

Tellez, Francisco (Mexico) 711,979

Terao Hiro (Japan) 1444

Terashima Mitsuru (Japan) 697

Tissi, Rosmarie (Zürich) 1435

Toda Kiichirô (Japan) 1251

Togasawa Tetsuo (Japan) 865,1005,1499

Toida Hiroshi (Japan) 244,702,970

Toki Masahiro (Japan) 166,604,689

Tôkyô Shibaura Denki (Japan) 717,856

Torigoe Syûji (Japan) 173,248,637,868,1261,1407, 1408,1541

Torii Ryôichirô (Japan) 1602

Trainor, Kathleen (USA) 1389

Tramontini, Giorgio (Italy) 721

Tscherny, George (New York) 994

Tsuda Yoshio (Japan) 151

Tsuji Tetsuo (Japan) 93

Tsukui Kazuo (Japan) 1147

Tsuya Sumiko (Japan) 334,1200,1201

Turner, Philip J. (Great Britain) 1024,1266,1280, 1291,1423,1587,1650

Tutssel, Glenn (London) 353

U

Ueda Akisato (Japan) 119,206,410,551,678,794, 1241,1257,1270,1276,1386,1410,1466,1481,1484

Ueda Yoriya (Japan) 50,132,138,424,937,973,

1054,1314,1360,1373,1419,1428,1683
Uemoto Kazutoshi (Japan) 66,385,882
Ueno Hiroyuki (Japan) 429,920
Ullenberg, Frances (USA) 1512
Ulmel, Peter G. (Switzerland) 524
Umeda Masanori (Japan) 1353
Umemura Shigeichi (Japan) 455,2099,3385
Unigraphics, Inc (USA) 77,1296,1343
Uno Tamako (Japan) 69,188,1244
Urban, Dieter (Brussels) 35,404,962
Urbanowicz, Henryk (Warszawá) 81

V

Van Cleem, Lionel (France) 1553
Vanderberg, R. (New York) 1641
Vanderbyl Michael (San Francisco) 257
Van Der Wal, Julien (Genève) 528,681,1348
Vardon, Franck (France) 1301
Vazquez, Beatriz (Mexico) 260
Veljovic, Jovica (Yugoslavia) 1559,1560
Vellvé, Tomás (Barcelona) 1128
Vera, Joe (Mexico) 711,788,979,1165,1171,1546,1616
Vipotnik, Matjaž (Yugoslavia) 1677
Virgilio, Pamela (New York) 891,1298
Vitale, Ettore (Roma) 167
Vogt, Armin (Switzerland) 251,302,350,921,1308

W

Waibl, Heinz (Milano) 749
Wajdowicz, Jurek (New York) 1211,1293,1318,1518
Wallen, Arvid (USA) 1402
Waller, Joseph D. (USA) 1615
Wallis, Alan (Manchester) 531,1184
Wardell, Walter (New York) 1211
Watanabe Kôichi (Japan) 672,712,996,1452
Watanabe Masanobu (Japan) 488,1561
Watanabe Norihiko (Japan) 1071
Weber, Hans (Zürich) 115,285
Weis, BK. (West Germany) 421
Weiss, Jack (USA) 19,104,1222,1302,1303,1336,1420,1425,1582,1638,1669
Wellner, Peter (Budapest) 1242,1260
Wenn, Herbert (West Germany) 1402
Whalen, Mike (USA) 685,1017
Wiens, Duane (USA) 6
Winnard, Stuart (Great Britain) 497
Wissing, Benno (Amsterdam) 448
Wittosch, Richard (USA) 961,1606
Woo, Calvin (USA) 189,685,1017,1441
Wood, Bill (USA) 969,1012,1378
Wunderlich, Gert (East Germany) 128,1227
Wutke, Manfred (West Germany) 1543

Y

Yageta Toshio (Japan) 764
Yamada Kôichi (Japan) 392,490,541,798,799
Yamaguchi Eishi (Japan) 1047
Yamaguchi Iwao (Japan) 31,217,1153,1525
Yamaguchi Kyôdô (Japan) 120
Yamaguchi Shigô (Japan) 16,84,100,250,337,364,441,464,475,552,553,555,566,567,603,675,729,730,751,763,773,785,828,949,964,977,1022,1098,1156,1172,1199,1468,1558,1567,1568,1576,1577,1585,1593,1603,1609,1611,1680,1681
Yamamoto Kansai (Japan) 1568
Yamamoto Tadashi (Japan) 1125
Yamamoto Tatsuhito (Japan) 695

Yamamoto Yasumasa (Japan) 600
Yamao Hidemichi (Japan) 1028,1059,1660
Yamaoka Shigeru (Japan) 1478
Yamashita Atsunori (Japan) 809
Yamashita Kenji (Japan) 867
Yamashita Yukinori (Japan) 753
Yanagiya Honten (Japan) 1515
Yano Masayuki (Japan) 247,543,591,592,634,638,1477,1607,1618
Yeager, Richard (USA) 1432
Yoguchi Takao (Japan) 772,1212
Yoshida Jun (Japan) 810,1536
Yoshida Makoto (Japan) 172,461,625,778
Yoshida Yoshihiro (Japan) 157,636,827,1023,1081,1149,1163,1191,1208,1215,1489,1497,1530,1597
Yoshimatsu Tadashi (Japan) 1285
Yoshimoto Noboru (Japan) 1349
Yoshimura Hajime (Japan) 358
Yoshinaga Katsuyoshi (Japan) 540
Yoshinobu Takaaki (Japan) 39,108,151,341,536,559,974,1141,1247,1248,1254,1643
Yutani Katsumi (Japan) 1098

Z

Zahor, Bruce D. (New York) 338,374,1070,1097,1311,1416
Zap, Hermann (West Germany) 1289,1294
Zapata, Eduardo (Mexico) 293,1111,1341
Zelinka, Katja (Yugoslavia) 1646
Ziane (France) 1542
Zilio, Maria Del Carmen (Rio de Janeiro) 9
Zoulamis, Chris (New York) 999

Index

1 1) construction
2) Keith Murgatroyd
3) Tony Forster
4) Brück AG
5) 1973(England)
6) black/red
2 1) consultant(organization)
2),3) Giancarlo Iliprandi
4) Consul
5) 1977(Italy)
6) dark blue
3 1) chemical industry
2),3) Bill Bundzak
4) Emery Industrtries
5) 1977(USA)
6) red
4 1) automobile parts
2) Shigeo Katsuoka
3) Shigeo Katsuoka/Hiroshi Asami
4) Easy Riders Co.
5) 1980(Japan)
6) orange(DIC 119)
5 1) computer memory system
2),3) Scott Engen/Glen Ingles
4) I OMEGA Computer Corp.
5) 1982(USA)
6 1) bank
2) Duance Wiens
3) Carl Baden
4) Firstbank
5) 1978(USA)
6) black
7 1) clothing
2) Isabel Corral
3) Carmen Ri6n
4) Sergio Demichelis
5) 1983(Mexico)
6) gray/red/blue/yellow→C68
8 1) bank
2),3) Jo6o Carlos Cauduro/Ludovico Antonio Martino
4) Banco Auxiliar
5) 1979(Brazil)
6) black/red
9 1) garbage collection
3) Rodrigues Rafael/Maria Del Carmen Zilio
4) Companhia Municipal de Limpeza Urbana
5) 1975(Brazil)
6) orange/blue
10 1) food product(pet food)
2),3) H.W.Lohman
4) Alcor
5) 1973(Netherlands)
6) PMS 165+470
11
2),3) Arthur Eckestein
4) Devlin Productions Inc.
5) 1978(USA)
6) red(PMS 185)/black
12 1) signs, products,

catalogues
2) Joe Selame
3) Selame Design Group
4) Wattsfluidair Inc.
5) 1982(USA)
6) silver/black
13 1) telephone
2) Rolf Harder/Jean Morin
3) Rolf Harder
4) Bell Canada
5) 1979(Canada)
6) black or blue
14 1) patchwork school
2),3) Shigeo Katsuoka
4) Quilts Kubo "Basket"
5) 1982(Japan)
6) red(DIC 157)/blue(DIC 185)
15 1) lobby lounge
2) Shigeo Katsuoka
3) Shigeo Katsuoka/Takao Ikeda
4) Gunma Royal Hotel Co.,Ltd.
5) 1983(Japan)
16 1) publication
2) Shigo Yamaguchi
3) Hisako Nagano
4) Swing Journal Co.,Ltd.
5) 1982(Japan)
17 1) private symbol(designer)
3) Miloš Ćirić
4) Miloš Ćirić
5) 1971(Yugoslavia)
18 1) campaign against nuclear wars
2),3) Tetsuo Noda
4) Tetsuo Noda Design Room
5) 1982(Japan)
19 1) campaign
2),3) Jack Weiss
4) Evanston YMCA
5) 1983(USA)
6) red(PMS 185)/black
20 1) institute of architects
2) Arnold Saks
3) Robert Jakob
4) New York Chapter, American Institute of Architects
5) 1974(USA)
6) deep gray
21 1) paint products
2),3) Bill Bundzak
4) Mary Carter Industries
5) 1971(USA)
6) red/blue
22 1) private symbol(painter)
2) Nedo M. F.
3) Gerd Leufert
4) Julio Leparc
5) 1971(Venezuela)
6) black
23
2) Helmut M. Schmidt-Siegel
3) Schmitt-Siegel
4) Deutsche Public Relations Gesellschaft
5) 1974(West Germany)
6) blue
24 1) organization
3) Helmut Schmid
4) Japan Electronic Products Import Association
5) 1978(Japan)
6) blue
25 1) bank

2),3) Manfred Korten
4) HP bank(Cologne)
5) 1976(West Germany)
6) turquoise blue
26 1) pipes coated with polyethylene
2),3) Manfred Korten
4) Mannesmann AG
5) 1978(West Germany)
6) black
27
2),3) PVDI
4) Servomatic
5) 1972(Brazil)
28 1) pipe cleaning
3) A. G. Schillemans
4) Coconlining
5) 1978(Netherlands)
6) dark brown/orange
29
3) Ivan Dvorřak
4) Tesnila Trebnje
5) 1983(Yugoslavia)
6) black
30 1) industry(group)
2),3) Alfredo de Santis
4) Efim
5) 1972(Italy)
31 1) design company
3) Iwao Yamaguchi
4) Design Room Creation
5) 1982(Japan)
32 1) post-office
2),3) FHK Henrion
4) British Post Office
5) 1970(England)
6) black/blue
33 1) motor oil
2) Tadashi Ishikawa
3) Kazunari Nishida
4) Shell Sekiyu K.K.
5) 1983(Japan)
34 1) title in an article in a public relations magazine
2) Kuniharu Masubuchi
3) Hiroshi Isey
4) Mikimoto Co.,Ltd.
5) 1981(Japan)
35 1) publishing
2),3) Dieter Urban
4) Hueber
5) 1983(Belgium)
36
2),3) Silvio Coppola
4) Vallesusa
5) 1970(Italy)
37 1) interior(furniture manufacturer)
2) Ove Engstrom
3) Ove Engstrom/Eva-Lotta Furhoff
4) Trivas
5) 1982(Sweden)
6) black/red→C27
38 1) title of an article in a public relations magazine
2) Kuniharu Masubuchi
3) Hiroshi Isey
4) Mikimoto Co.,Ltd.
5) 1981(Japan)
39 1) men's knitwear(brand)
2) Yuji Sato
3) Takaaki Yoshinobu
4) Onward Kashiya
5) 1983(Japan)

40
3) Florent Garnier
4) Groupement Etoile
5) 1971(France)
6) black
41 1) sporting goods(manufacturer)
2),3) Rey R.Dacosta
4) Calzado Paseo
5) 1980(Venezuela)
6) dark brown
42 1) private symbol(designer)
2),3) Mike Leidel
4) Mike Leidel
5) 1982(USA)
6) black
43 1) foundation
2),3) Arnold Saks
4) NEED(Near East Emergency Donations)
5) 1967(USA)
44 1) industry(machine making)
2),3) Kenneth Larsen
4) West Bend Equipment Corp.
5) 1982(USA)
6) PMS 302
45 1) sporting goods
2),3) Harry Murphy
4) U.S. Team
5) 1975(USA)
6) black/red/blue
46 1) engineering
2),3) Edward Hughes
4) Harza Engineering Company
5) 1972(USA)
47 1) fuel company
2),3) Terry Lesniewicz/Al Navarre
4) Elan Energy, Inc.
5) 1981(USA)
6) green
48 1) health club
2),3) Silvio Gayton
4) Every Body Health Clubs
5) 1982(USA)
6) bengal rose/black
49 1) heating systems
2) Jean Francois Bentz(Agency: Sopha Image)
3) Rudi Meyer
4) Zaegel Held S.A.
5) 1979(France)
6) green/yellow
50 1) department store(furniture department)
2),3) Yoriya Ueda
4) Seibu Department Stores
5) 1980(Japan)
51 1) petroleum industry
2),3) Bill Bundzak
4) Anglo Energy
5) 1981(USA)
6) black
52
2),3) Terry Lesniewicz/Al Navarre
4) Vetős
5) 1972(USA)
53 1) trade
2),3) Leen Averink
4) Newsign
5) 1980(France)
6) black
54 1) food(chocolate products manufacturer)

G. Edwards	Titulos e Valores Mobiliários	4) BPBO	96 1) chemistry
Incatabsa	5) 1972(Brazil)	5) 1976(Poland)	2) Communication Project
1978(Mexico)	68 1) trade(export)	6) black	3) Hiroshi Asami
red	2),3) Ernesto Lehfeld	82	4) Nihon Micro Coating Co.,Ltd.
5) 1) aluminum products	4) Consorcio Intermex, S.A.	2),3) Giovanni Brunazzi	5) 1981(Japan)
manufacturer	5) 1973(Mexico)	4) Gruppo Bodino	6) Pantone Process Cyan C
3) Jack Evans	6) PMS 419	5) 1979(Italy)	97 1) textile
Alminum Products	69 1) china(tile)	83 1) department store(dress	2),3) Ognian Christov
manufacturers	2) Osamu Ogawa	shop)	4) Zora
(USA)	3) Tamako Uno	3) Yutaka Mitani	5) 1983(Bulgaria)
5) 1) fusion band	4) Nihon Koushitu Toki	4) Seibu Dept. Stores	6) blue
3) Kazuo Tajima	5) -1981(Japan)	5) 1980(Japan)	98 1) manufacturers association
FAKE	70 1) printing company	84 1) magazine(title of an article)	2) Gottschalk & Ash International
1981(Japan)	2),3) Eduardo A. Cánovas	2) Shigo Yamaguchi	3) Les Holloway
1) society(cleaning	4) Akian Printing House	3) Shigo Yamaguchi/Hisako	4) CBEMA(Canadian Business
equipment manufacturer)	5) 1981(Argentina)	Nagano	Equipment Manufacturers
3) Terry Lesniewicz/Al Navarre	6) black	4) Swing Journal	Association)
Cleaning Equipment	71	5) 1982(Japan)	5) 1982(Canada)
manufacturers' Association	3) Daphne Duijvelshoff	85 1) electric appliances	99 1) automobile accessories
1979(USA)	4) Amazone	2),3) Ernesto Lehfeld	2),3) The Design Department
5) 1) glass fibre	5) 1977(Netherlands)	4) Duratronic, S.A.	of the Isuzu Automobile industry
3) Terry Lesniewicz/Al Navarre	6) pink(Pantone Phodamine	5) 1981(Mexico)	5) 1982(Japan)
Owens-Corning Fiberglass	Red C)→C33	6) PMS 312	100 1) music group
1979(USA)	72 1) trade(export)	86	3) Shigo Yamaguchi
5) 1) motorcycle(trading)	2),3) Ernesto Lehfeld	2) Studio Novarese	4) Tapes
3) Walter Hergenröther	4) Consorcio Mexicano de	3) Aldo Novarese	5) 1981(Japan)
GilPi Motor	Exportaoorh, S.A.	4) LMP	101
1982(Italy)	5) 1974(Mexico)	5) 1980(Italy)	2) Burton Kramer
red/blue/black	6) PMS 404	6) blue	3) Karl Märtens/Burton
5) 1) stationery,office	73 1) modular furniture	87 1) radio and television	Kramer
plies(manufacturer)	2),3) Manuel Sanchez	station	4) Facscan
Nobuyoshi Nakanishi	4) Hobby S.A.	2),3) Damien Harrington	5) 1979(Canada)
Yoshio Hirano	5) 1979(Mexico)	4) Radio Telefis Eireann	6) blue green →C42
Tombow Pencil Co.,Ltd.	6) light gray	5) 1978(Ireland)	102
1982(Japan)	74 1) research institute	6) yellow	2),3) Theodore C. Alexander, Jr.
black	2),3) PVDI	88 1) entertainment	4) Barter Systems of Chicago, Inc.
5) 1) sporting	4) Inep Instituto Nacional de	2),3) Ernesto Lehfeld	5) 1983(USA)
ods(manufacturer)	Estudos Pesquisa Educacionais	4) Unidad Academica de	103 1) computer
István Szekeres	5) 1973(Brazil)	Diseño Industrial Unam	2),3) R & S Baur
Kunhegyei Ipari Szövetkezet	75 1) airline	5) 1976(Canada)	4) Computerfirma
1979(Budapest)	2),3) Guillermo Gonzalez Ruiz	6) PMS 300	5) 1982(Switzerland)
white/black	4) Austral Airlines	89 1) photography laboratory	6) dark blue
5) 1) real estate(property)	5) 1978(Argentina)	2),3) Raymond Bellemare	104 1) consultants
3) H. W. Lohman	6) red/blue	4) Colorlab Inc.	2) Jack Weiss
Werlih ven	76 1) laser coated fuel rods	5) 1976(Canada)	3) Randi Robin
1978(Netherlands)	2) F.R. Esteban	6) rainbow	4) Hewitt Associates
PMS 165/black	3) Jeff Piatt	90 1) bicycle	5) 1982(USA)
5) 1) gallery	4) Westinghouse Electric	2),3) Akira Hirata	6) green
Yasaburo Kuwayama	Corporation	4) Sunstar Cycle Co.,Ltd.	105
Takero Shiodera	5) 1981(USA)	5) 1973(Japan)	2) Tor Pettersen/David Lock
Galerie-In	6) black	91 1) instant lottery	3) Tor Pettersen/Hans Scheur
1983(Japan)	77 1) automobile	2),3) Fernado Rión	4) ITT Fibre Optic Cables
5) 1) government agency	parts(manufacturer)	4) Lipco, S.A.	5) 1983(England)
John Follis	2) Jack Evans	5) 1980(Canada)	6) black
Richard Graef/T. Wayne	3) Unigraphics, Inc.	6) black	106 1) textile industry
nt	4) Arcarro	92	3) Florent Garnier
California Council of	5) 1981(USA)	2),3) Terry Lesniewicz/Al	4) Tissus Élastiss
oduct Design and Marketing	6) red/silver→C32	Navarre	5) 1980(France)
1972(USA)	78 1) painter	4) Giant Products Co.	6) silver
red	2),3) Ernesto Lehfeld	5) 1980(USA)	107
5) 1) stationery, office	4) Marcos Huerta	93 1) wood preservative	2),3) Guillermo Gonzalez Ruiz
plies(manufacturer)	5) 1971(Mexico)	2),3) Tetsuo Tsuji	4) Mariano Acosta
Nobuyoshi Nakanishi	6) PMS 167	4) Kansai Tar Products	5) 1977(Argentina)
Yoshio Hirano	79 1) automobile	5) 1983(Japan)	6) black
Tombow Pencil Co.,Ltd.	2),3) Takao Sasaki	94 1) building materials	108 1) computer company
1982(Japan)	4) Autorama Inc.	2),3) J. Barton	2) Hiroshi Taga
black/dark blue(package)	5) 1983(Japan)	4) Kiwi Fence	3) Takaaki Yoshinobu
5) 1) camera	80 1) forge	5) 1979(USA)	4) Nisso Co.,Ltd.
3) Kazutoshi Uemoto	2),3) Robert Qually	6) black	5) 1983(Japan)
Matsushita-Kotobuki	4) Cornell Forge Co.	95 1) sport(athletic meeting)	109 1) club(religious)
electronics Industries Ltd.	5) 1981(USA)	2),3) Linda N. Reuter	3) Jitsuo Hoashi/Judy Chan/
1983(Japan)	6) black/white	4) Kimberly-Clark Health Care	Keiji Obata
7) 1) bill	81 1) construction	Products Group	4) The Seven Hundred Club
3) PVDI	2) Henryk Urbanowicz	5) 1981(USA)	5) 1983(USA)
Guerrero Corretora de Câmbio,	3) Jan Hollender	6) blue/yellow	110 1) private symbol(painter)

2),3) Gerd Leufert
 4) Sesus Soto
 5) 1981(Venezuela)
 6) black
111
 2),3) Silvio Coppola
 4) Transair
 5) 1969(Italy)
112 1) railway jubilee
 2),3) Georg Staehelin
 4) Organisationskomitee '100 Jahre Eisenbahn im Glarnerland'
 5) 1979(Switzerland)
 6) black
113 1) walking shoes
 3) Helmut Schmid
 4) ASICS
 5) 1983(Japan)
114 1) beauty salon
 2) Yoichi Sugamura
 3) Michiko Sugamura
 4) Five-Avenue
 5) 1983(Japan)
115
 2),3) Hans Weber
 4) Sobo Ernstbollag AG
 5) 1977(Switzerland)
 6) gray →M3
116 1) cosmetics
 2) Shunsaku Sugiura
 3) Helmut Schmidt
 4) Shiseido
 5) 1983(Japan)
117 1) private symbol(designer)
 2) Félix Beltrán
 3) Mónica Reyes
 4) Mónica Reyes
 5) 1983(Mexico)
 6) deep orange
118 1) art gallery
 2),3) Takenobu Igarashi
 4) A-Collection
 5) 1982(Japan)
119 1) men's suit(brand)
 2) Hideki Kihara
 3) Akisato Ueda
 4) 3M
 5) 1983(Japan)
120 1) shop in a station building
 2) Kyodo Yamaguchi
 3) Katsuaki Inagaki/Kazunari Nishida
 4) Fesan in Morioka Terminal Building
 5) 1980(Japan)
121 1) international seminar
 2),3) Harumasa Misaki
 4) International House of Japan
 5) 1983(Japan)
122 1) restaurant
 2),3) Tadasu Fukano
 4) Karuizawa Prince Hotel
 5) 1974(Japan)
123 1) sporting goods(manufacturer)
 2),3) Yoshimitsu Kato
 4) Univer
 5) 1983(Japan)
 6) green(DIC 388)/light green(DIC 211)
124 1) fiberglass(manufacturer)
 2),3) Terry Lesniewicz/Al Navarre
 4) Owens-Corning Fiberglas

5) 1981(USA)
125 1) electrical appliances
 2),3) Allan W. Miller
 4) ALTA TENSION
 5) 1980(USA)
 6) red
126 1) department store(boy's wear shop)
 3) Yutaka Mitani
 4) Seibu Dept. Stores
 5) 1980(Japan)
127 1) campground
 2),3) Alfredo de Santis
 4) Baia Domizia
 5) 1978(Italy)
128 1) entertainment (exhibition)
 2),3) Gert Wunderlich
 4) Gert Wunderlich's Private Exhibition
 5) 1976(West Germany)
 6) black
129 1) resort hotel
 2),3) Ken'ichi Kaneko
 4) Nitto Kogyo
 5) 1977(Japan)
130 1) record
 2),3) Oanh Pham-Phu
 4) Giorgio Moroder
 5) 1974-75(West Germany)
 6) green/ochre
131
 2),3) David Gibbs
 4) Camco
 5) 1979(USA)
 6) blue
132 1) department store(the personal computer department)
 2),3) Yoriya Ueda
 4) Seibu Dept. Stores
 5) 1980(Japan)
133 1) health food
 2),3) Yoshihiro Kishimoto
 4) Arvan
 5) 1982(Japan)
134 1) car wax
 2),3) Yoshihiro Kishimoto
 4) Wilson
 5) 1982(Japan)→C31
135 1) construction
 2),3) Gavin Healey
 4) Jelte Limited
 5) 1970(England)
 6) red→M1
136 1) entertainment (exhibition)
 2),3) Gavin Healey
 4) Octavo
 5) 1972(England)
 6) purple/red→C28
137 1) office supplies
 2),3) Yoshihiro Kishimoto
 4) Carl Office Equipment
 5) 1977(Japan)
138 1) department store (casual interior department)
 2) Yoriya Ueda
 3) Hidekazu Honda
 4) Seibu Dept. Stores
 5) 1980(Japan)
139 1) catalogue of steel tools
 3) Yutaka Sato
 4) Miyagi Steel Tools
 5) 1980(Japan)
140 1) metalworking industry

2),3) PVDI
 4) Mattheis Indústrias Metalúgicas Produtos Raio
 5) 1975(Brazil)
141 1) bread(making)
 3) Rosmarie Tissi
 4) Groba
 5) 1971(Switzerland)
 6) ochre
142 1) restaurant(pizza)
 2),3) Harry Murphy
 4) Pasquales
 5) 1975(USA)
 6) brown/reddish brown
143 1) coffee manufacturer
 2),3) PVDI
 4) Realcafé
 5) 1971(Brazil)
144 1) theater
 2) John Follis
 3) Jean-Claude Muller
 4) Marc Taper Forum
 5) 1978(USA)
 6) black
145
 2),3) K. C. Jones
 4) Carbon Copy
 6) violet
146 1) coffee
 2) Fernando Rión/Jorge Carral
 3) Fernando Rión
 4) Costa Coffee
 5) 1977(Mexico)
 6) white/warm red
147 1) trade
 2),3) Claude Dietrich
 4) Novo Import
 5) 1980(Peru)
 6) black/red
148
 2),3) Don Davis
 4) Carmack/Wyoming
 5) 1975(USA)
 6) black
149 1) magazine
 2),3) James Lienhart
 4) Share
 5) (USA)
150 1) construction
 2),3) Ernesto Lehfeld
 4) Techint
 5) 1974(Mexico)
 6) PMS 548
151 1) computer network
 2) Yoshio Tsuda
 3) Takaaki Yoshinobu
 4) NEC Corporation
 5) 1983(Japan)
152
 2),3) Toru Sakuma
 4) Kuraflex
 5) 1983(Japan)
 6) yellow green(Pantone 376C)/dark green(Pantone 378)
153 1) telephone
 3) Toru Sakuma
 4) NEC Corporation
 5) 1982(Japan)
154 1) hotel
 2) Adomondo
 3) Naoto Ishikawa
 4) Hotel Tohkai
 5) 1983(Japan)
 6) black/green
155 1) commercial company

3) Tsuyokatsu Kudo
 4) Wonderful World Co.,Ltd.
 5) 1977(Japan)
 6) golden red
156 1) men's wear
 2) Osamu Furumura
 3) Yasuhiro Nakamura
 4) Gunze
 5) 1983(Japan)
157 1) printing
 2),3) Yoshihiro Yoshida
 4) Soin
 5) 1981(Japan)
158 1) sporting goods
 2),3) Yasuko Takeda
 5) 1976(Japan)
159
 2),3) John S. Brown
 4) Mutual Life of Canada
 5) 1972(Canada)
 6) blue/green
160 1) food
 2) Takenobu Igarashi
 3) Takenobu Igarashi/Hiroshi Asami
 4) The Calpis Food Industry Co.,Ltd.
 5) 1982(Japan)
161 1) design office
 3) Kazuharu Fujii
 4) Bird Design
 5) 1977(Japan)
162 1) upholstery
 2),3) Akira Hirata
 4) Daiso
 5) 1973(Japan)
163 1) television program production
 2),3) Eita Shinohara
 4) Three Mast
 5) 1981(Japan)
164 1) food(canned provisions)
 2),3) Allan W. Miller
 4) CLAMEX
 5) 1979(USA)
 6) magenta
165
 2),3) Stan Brod
 4) Alex Fries Company
 5) 1979(USA)
 6) dark green
166 1) computer package
 2) Shun'ichi Horiuchi
 3) Masahiro Toki
 4) NEC Corporation
 5) 1983(Japan)
167
 2),3) Ettore Vitale
 4) Interhorst
 5) 1979(Italy)
168 1) stationery(materials)
 2),3) Manfred Wutke
 4) Staedtler-Mars
 5) 1973(West Germany)
 6) blue
169 1) portable exhibition for I
 2),3) Tony Forster
 4) Hirex
 5) 1970(England)
 6) red/brown
170 1) sculpture group
 2),3) Yukihisa Takakita
 4) Group First
 5) 1978(Japan)
171 1) ski club

- Yutaka Sato
Remains Snow Ski Club
1979(Japan)
2 1) engineering
Go Okazawa
Makoto Yoshida
Life Engineering
1973(Japan)
blue(Pantone 300)/black
3 1) shopping center
3) Syuji Torigoe
Tokyu Store
1970(Japan)
4 1) Hankyu group card
3) Ikuya Kimura
Hankyu Department Store
1982(Japan)
5 1) automobile industry
3) Ove Engstrom
Industrial Group JAS
1982(Sweden)
light blue/dark blue
6 1) public utilities
3) Gale William Ikola
Northern States Power Co.
1977(USA)
green/blue
7 1) printing(production)
3) Walter Hergenröther
RASTIGNANO
1981(Italy)
gray/black/all colors
8 1) upholstery
3) Akira Hirata
Daiso
1975(Japan)
9 1) tableware
3) Kimito Ohashira
Tiger Vacuum Bottle Co.,Ltd.
1983(Japan)
black/blue
0 1) accessory shop
Yasaburo Kuwayama
Takero Shiodera
Lovely
1983(Japan)
1 1) marine transportation
business
Asher Kalderon
Asher Kalderon/T. Kleiner
Netra-Shipping Agencies
1971(Israel)
blue
2 1) record
Karol Śliwka
Foreign Polonian Enterprise
1983-84(Poland)
black
3 1) watch(manufacturer)
Ove Engstrom
Kurt Karlsson/Ove
Engstrom
Besttime Watches
1983(Sweden)
black/gray→C26
4 1) design company
Hose Onuma
Kazunari Nishida
Seeker
1981(Japan)
5 1) accessory shop
3) Eita Shinohara
Atelier Megu
1977(Japan)
6 1) ladies clothing
2),3) Fumio Koyoda
4) Itokin Group
5) 1975(Japan)
187 1) company name
2) Kotaro Sawada
3) Jiro Sawada
4) Haba
5) 1983(Japan)
188 1) apparel company
2) Osamu Ogawa
3) Tamako Uno
4) Shuno Apparel
5) 1983(Japan)
6) purple
189
2),3) Calvin Woo
4) Scripps Clinic
5) 1976(USA)
6) gray
190 1) insurance
3) Peter Dabinett
4) Private Motorist Protection
Associates
5) 1979(Ireland)
6) green/orange
191 1) business game
3) Yoshitaka Shimizu
4) Sangyo Noritsu University
5) 1982(Japan)
192 1) plastics industry
2),3) Ron Richards
4) Crila Plastics Industries Limited
5) 1980(Canada)
6) orange/blue
193 1) plastic industry
2),3) Asher Kalderon
4) Asaf Industries Ltd.
5) 1982(Israel)
6) black/multicolored→M52
194 1) department store
2),3) Raul Shakespear/Ronald
Shakespear
4) Harrods Ltd.
5) 1975(Argentina)
6) green
195 1) shoe(manufacturer)
2),3) Eduardo A. Cánovas
4) Patha's
5) 1983(Argentina)
6) black
196 1) marketing organization
2) Sudarshan Dheer
3) Prakash Patil
4) Good Value Marketing Co.,Ltd.
5) 1979(India)
6) blue
197 1) sound facilities
3) Don Connelly
4) Video Record Services
5) (USA)
198 1) shopping center
2),3) Diana Graham
4) Fisher Brothers
5) 1980(USA)
6) black→C97
199
2) Chris Ludlow
3) Henrion/Ludlow/Schmidt
4) Coopers & Lybrand
5) 1979(England)
6) black
200 1) drugstore
2) Lew Lehrman
3) Robin Smith
4) Bialow Drugs
5) 1975(USA)
201 1) food making
2),3) Mo Lebowitz
4) The Glass Oven Baking
Company
5) 1978(USA)
6) brown
202
3) Stephan Kantscheff
4) Rila 1400
5) 1970(Bulgaria)
203 1) entertainment(art
exhibition)
2) Maciej Raducki
3) Jarostaw Jasinski
4) Zpap
5) 1973(Poland)
6) black
204 1) entertainment(art
exhibition)
2) Tadeusz Jodfowski
3) Jarostaw Jasinski
4) Zpap
5) 1980(Poland)
6) black
205
3) Peter Skalar
4) Iskra
5) 1981(Yugoslavia)
6) red
206 1) medical center
2),3) Akisato Ueda
4) Utopia
5) 1974(Japan)
207 1) ethnographic art
2),3) Conrad E. Angone
4) North American Indian
Trading Company
5) 1970(USA)
6) black/light gray
208 1) drilling equipment
2) Alfonso Capetillo Ponce
3) Jack Vermonden
4) Tugsteno Hawera, S.A.
5) 1977(Mexico)
6) black/yellow
209 1) computer
3) Siegfried Odermatt
4) Datalink
5) 1977(Switzerland)
6) red
210 1) property management
2),3) David Leigh
4) Judge's Property Management
5) 1971(USA)
6) green
211 1) broadcasting
2),3) Tom Lewis
4) KFMB
5) 1978(USA)
212 1) lighting fixtures
(manufacturer)
2),3) Minoru Takahashi
4) Ushio Spax
5) 1983(Japan)
213 1) lighting equipment
(manufacture)
2),3) Minoru Takahashi
4) Ushio Spax
5) 1982(Japan)
214 1) fiberglass industry
2),3) Terry Lesniewicz/Al
Navarre
4) Owens-Corning Fiberglass
5) 1980(USA)
215
2),3) Arthur Eckstein
4) Devlin Productions Inc.
5) 1975(USA)
6) black/red (PMS 185)
216 1) smoker's requisites
2) Masamitsu Komatsubara
3) Ikuo Masubuchi
4) Terazaki Industry
5) 1980(Japan)
217 1) engineering firm
3) Iwao Yamaguchi
4) Tateishi Engineering Firm
5) 1978(Japan)
218 1) graphic design studio
2),3) Rey R. Dacosta
4) Diseño Grafico
5) 1982(Venezuela)
6) light gray/dark gray
219 1) baby carriage
3) Helmut Schmidt
4) Kasai
5) 1980(Japan)
6) red
220 1) shoes(making, selling)
2) Nobuyoshi Nakanishi
3) Yoshio Hirano
4) Achilles
5) 1981(Japan)
6) red/dark blue
221 1) title of a public
relations magazine
2),3) Tetsuya Oota
4) Okamura Corporation
5) 1977(Japan)
222 1) lighting equipment
(manufacture)
2),3) Minoru Takahashi
4) Ushio Spax
5) 1978(Japan)
223 1) business firm
2),3) PVDI
4) Cobec Companhia Brasileira
5) 1977(Brazil)
224 1) power saving devices
(manufacturer)
3) Peter Dabinett
4) Electronic Design &
Assembly Ltd.
5) 1982(Ireland)
6) red/black
225 1) paper making
2),3) Madeleine Bujatti
4) Leykam/Papier
5) 1982(Austria)
6) black/blue
226 1) paper making
2),3) Madeleine Bujatti
4) Leykam/Papier
5) 1982(Austria)
6) black/blue
227 1) paper making
2),3) Madeleine Bujatti
4) Leykam/Papier
5) 1981(Austria)
6) black/blue
228 1) paper making
2),3) Madeleine Bujatti
4) Leykam/Papier
5) 1981(Austria)
6) black/blue
229 1) gift merchandiser
2) Toshihiko Daimon
3) Taeko Harada
4) Suntory Limited

5) 1981(Japan)
6) red
230 1) city
3) Eduard Prüssen
4) City of Bergisch Gladbach
5) 1975(West Germany)
6) black
231 1) cleaning supplies
2),3) Jorge Sposari
4) Limpex
5) 1977(Argentina)
232 1) construction
2),3) Fernando Ri6n
4) Grupo Corf, S.A.
5) 1981(Mexico)
6) red(Pantone 485C)
233 1) hair products
2),3) Fernando Ri6n
4) Clairol de M6xico
5) 1978(Mexico)
6) gold/orange(Pantone 513C)
234 1) small articles(retail trade)
2),3) Mick Brain Center
4) Cosmic
5) 1983(Japan)
235 1) fashion
2),3) Alfonso Capetillo Ponce
4) Hazzard, S.A.
5) 1978(Mexico)
6) green
236 1) electronics
2) Jo6o Carlos Cauduro/
Ludovico Antonio Martino
4) Digirede(Sistemas de
Informac6o)
5) 1980(Brazil)
237
2),3) Gil. L. Strunck
4) Barrage
5) 1979(Brazil)
6) blue/green
238 1) electronic industry
2),3) Christof Gassner
4) Schaar Electronic Co.,Ltd.
5) 1983(West Germany)
6) black
239 1) shoes(making, selling)
2) Nobuyoshi Nakanishi
3) Yoshio Hirano
4) Achilles
5) 1982(Japan)
6) blue/red
240
2),3) Henry Steiner
4) Dairy Farm Co.,Ltd.
5) 1982(Hong Kong)
6) red/blue
241
3) Daphne Duijvelshoff
4) Soetelieve
5) 1979(Netherland)
6) blue→C30
242 1) air compressing
business
2) Massimo Dradi
3) Aldo Travagliati
4) Mecair
5) 1976(Italy)
6) black
243 1) chemical products
2),3) Tetsuo Noda
4) Dia Chemical
5) 1975(Japan)
244 1) business diary
2),3) Hiroshi Toida

4) Japan Efficiency Association
5) 1979(Japan)
245 1) computer(hardware)
2) Marty Neumeier
3) Sandra Higashi
4) The Braegen Corporation
5) 1983(USA)
6) gray
246 1) interior(furniture
manufacturer)
3) G. Edwards
4) Muebles Norden
5) 1978(Mexico)
6) brown
247 1) artist
2),3) Masayuki Yano
4) Polystar record
5) 1982(Japan)
248 1) accessory shop
2),3) Shuji Torigoe
4) Toko Business Concern
5) 1982(Japan)
249 1) trade(fireplace export)
3) Istv6n Szekeres
4) Ferunion
5) 1981(Hungary)
6) white/black
250 1) title of a magazine
article
2),3) Shigo Yamaguchi
4) Swing Journal Co.,Ltd.
5) 1975(Japan)
251
2),3) Armin Vogt
4) Cilag Co., Ltd.
5) 1982(Switzerland)
6) black
252 1) broadcasting
2),3) Giovanni Brunazzi
4) Itedi
5) 1981(Italy)
253 1) photography
2),3) R & S Baur
4) Fondation de la
Photographie
5) 1982(Switzerland)
6) black→M20
254 1) aluminium
2),3) Giovanni Brunazzi
4) Gruppo Bodino
5) 1979(Italy)
255 1) security trust
2) Gottschalk & Ash
International
3) Peter Adam/Stuart Ash
4) Security Trust Company
5) 1977(Canada)
256 1) food
2),3) Stephan Kantscheff
4) Bulgarkonserv
5) 1977(Bulgaria)
257
2),3) Michael Vanderbyl
4) Mindset Corporation
5) 1983(USA)
6) black/white
258 1) data processing
2) Keith Murgatroyd
3) Tony Forster
4) Modac Data Systems Ltd.
5) 1982(England)
6) gray
259 1) loudspeaker
(manufacturer)
2),3) Christof Gassner

4) Canton
5) 1974(West Germany)
6) black
260 1) juice(manufacturer)
3) Rodrigues Rafael/Beatriz
Ara6jo/Nair Iannibelli
4) Citrosuco S.A.
5) 1981(Brazil)
6) yellowish red/green
261 1) title of a magazine
article
2) Kuniharu Masubuchi
3) Hiroshi Iseya
4) Mikimoto
5) 1981(Japan)
262 1) orchestra
2),3) R & S Baur
4) Orchestre de Chamb6ry
5) 1981(Switzerland)
6) black
263
2),3) PVDI
4) Dannemann/Siemsen/
Bigler/Ipanema Moreira
5) 1972(Brazil)
264
2),3) Michael Baviera
4) IPRA
5) 1974(Switzerland)
6) black
265
2),3) R & S Baur
4) Gallery at Z6riberg
5) 1981(Switzerland)
6) Ultramarine Blue
266
2),3) Terry Lesniewicz/Al
Navarre
4) Jim Yark Oldsmobile
5) 1983(USA)
267 1) children's
computer(software)
2) Robert P. Gersin
3) Johann Schmacher/Scott
Bolestridge
4) Scholastic
5) 1983(USA)
6) black or white→C142
268 1) engineering
3) Peter Skalar
4) Medicoengineering
5) 1975(Yugoslavia)
6) black
269
2),3) R & S Baur
4) Stempel and Gravurgesch6ft
5) 1981
6) gray/red
270 1) art gallery
2),3) Yukihisa Takakita
4) Gallery 79
5) 1979(Japan)
271 1) accountant
2),3) H. W. Lohman
4) Sijbes & Co.
5) 1981(Netherlands)
6) black .
272
2) Stankowski & Duschek
3) Anton Stankowski
4) Bayern Versincherung
5) 1977(West Germany)
273 1) education
2) Keith Murgatroyd
3) Tony Forster

4) University of Salford
5) 1982(England)
6) black/red
274
2) Helmut M. Schmidt-Siegel
3) Helmut M. Schmidt-Siegel/
Klingen
4) Deutscher Kulturrat
5) 1983(West Germany)
6) black/dark red
275 1) publishing
2),3) Donald Patiwael
4) Kluwer Publishers
5) 1982(Netherlands)
6) blue/black
276
2) Gottschalk & Ash
International
3) Stuart Ash
4) Kates, Peat Marwick & Co.
5) 1971(Toronto)
277 1) title of a photograph
collection
2) Masataku Ara
3) Taijiro Nakayama
4) Masataku Ara's Photograph
Office
5) 1979(Japan)
278 1) private symbol
(photographer)
2),3) Sudarshan Dheer
4) Anil Dave
5) 1980(India)
6) black
279 1) public agency
2),3) Dicken Castro
4) Ministry of Public Works
and Transportation
5) 1980(Colombia)
6) black
280 1) Industry
2) Joe Selame
3) Selame Design Group
4) Ludlow Corporation
5) 1972(USA)
6) blue(PMS 300)
281 1) wood-fiber boards
2),3) Elsa Pfister
4) Pavatex Co.,Ltd.
5) 1968(Switzerland)
6) green
282 1) service station
2) Joe Selame
3) Selame Design Group
4) Amoco(Standard Oil of
Indiana)
5) 1981(USA)
6) red/white/blue/black
283
2),3) PVDI
4) Zillo Lorenzetti
5) 1969(Brazil)
284 1) confection
2),3) Gustavo Gomez
-Casallas/Rodrigo Fernandez
4) Stilo
5) 1979(Colombia)
6) gray
285
2),3) Hans Weber
4) Rolf Jller Genf
5) 1975(Switzerland)
6) gray/blue→M4
286 1) drugstore
2) Joe Selame

- Selame Design Group
Drugfair Drugstores
1977(USA)
brown/gold/orange
37 1) leasing company of
ides
Helmut Schmidt
ARE Bildarchiv
1976(Japan)
88 1) duty-free shop
,3) Henry Steiner
Duty Free Shoppers Ltd.
1974(Hong Kong)
red→C49
89 1) title of an article
Ikko Tanaka
Tetsuya Ota
Ryuko Communication
1977(Japan)
90 1) beverage(bottler)
Joe Selame
Selame Design Group
Belmont Springs Water Co.
1982(USA)
deep blue
91 1) financial services
João Carlos Cauduro/
Ludovico Antonio Martino
Tecnologia Banacria S.A.
1983(Brazil)
92 1) camera
Tadashi Ishikawa
Kazunari Nishida
Canon Inc.
1980(Japan)
93 1) bath and kitchen
products
,3) Eduardo Zapata
Helvex S.A.
1983(Mexico)
red(Pantone 185 etc.)
94 1) food company
Frank Memelsdorff
Carlos Rolando
McKay
1981(Spain)
red/white
95
,3) Madeleine Bujatti
R. Schillinger
1978(Austria)
dark blue
96 1) wine(making)
Carlo Malerba
Luigi Bosca
1982(Italy)
97
Carlo Malerba
Expostand
1980(Italy)
98 1) market
,3) Bill Bundzak
Foodtown Supermarkets
1979(USA)
red/blue
99 1) film(manufacturer)
Joe Selame
Selame Design Group
Eastman Kodak Company
1983(USA)
black
0 1) film company
Kenneth Hollick
Laser Films Limited
1980(England)
6) silver
301 1) coffee shop and game
zone
2),3) Yukihisa Takakita
4) Kousei Concern
5) 1983(Japan)
6) blue/green/pink
302
2),3) Armin Vogt
4) Cilag
5) 1981(Switzerland)
6) blue(Pantone Process Blue)
303 1) sweets
3) Helmut Schmidt
4) Ruban d'or
5) 1981(Japan)
6) silver/white
304 1) antiseptic(manufacturer)
2),3) Walter Hergenröther
4) Plastod
5) 1970(Italy)
6) dark blue
305 1) title of a special
edition of trade publication
2),3) Fumio Koyoda
4) Synthetic Society of
Designers
5) 1981(Japan)
306 1) food
2),3) Takeshi Ootaka
4) Nissin Food
5) 1974(Japan)
307 1) stationery
3) Yoshitaka Shimizu
4) Maruzen
5) 1982(Japan)
308 1) food company
2),3) Takeshi Ootaka
4) Nissin Food
5) 1983(Japan)
309 1) architecture and
interior design consultant
2),3) Giovanni Brunazzi
4) Dimora Ottanta
5) 1980(Italy)
6) dark green/light green
310 1) vending machine
2),3) PVDI
4) Servomatic
5) 1972(Brazil)
311 1) ad agency
2),3) Minato Ishikawa
4) Creative Pool
5) 1983(Japan)
6) light blue/white
312 1) jazz cruise
2),3) Robert L. Neumann
4) Cruise-Tours
5) 1983(USA)
6) blue(PMS 300)
313 1) automobile(service)
2),3) Ricardo Rey
4) Freeze Car Auto Service
5) 1982(Puerto Rico)
6) multicolor
314 1) photography
2) João Carlos Cauduro/
Ludovico Antonio Martino
4) Curt Laboratório
Cinefotográfico
5) 1972(Brazil)
315 1) broadcasting
corporation
2),3) Ricardo Rey
4) Pueblo Broadcasting Corp.
5) 1982(Puerto Rico)
6) red/black
316 1) shoes(making, selling)
2) Nobuyoshi Nakanishi
3) Yoshio Hirano
4) Achilles
5) 1983(Japan)
6) blue
317 1) clothing
2),3) Fernando Medina
4) Nuevos Medios
5) 1983(Spain)
6) blue
318 1) shopping district
2),3) Milton Glaser
4) Manhattan Plaza
5) 1977(USA)
6) green/black
319 1) spice(manufacturer)
2),3) Milton Glaser
4) Pecos Valley Spice, Co./
Jane Butel
5) 1983(USA)
6) red/blue/green/yellow
320 1) magazine
3) Penth Ruuska
4) Sok
5) 1983(Finland)
321 1) design studio
2),3) F. R. Esteban
4) Diann Designs
5) 1980(USA)
6) black
322
3) István Szekeres
4) Györi Szeszipari
5) 1983(Hungary)
323 1) metal products
2),3) Ikuya Kimura
4) Shirayama Ironworks
5) 1979(Japan)
324 1) trade paper(cover)
2),3) Kazuyoshi Kamishima
4) Rikuun Economic
Newspaper Office
5) 1983(Japan)
325 1) waterworks
3) A. G. Schillemans
4) Provincial Water Supply
Enterprise of Holland
5) 1982(Netherland)
6) light blue/dark blue
326 1) chemical products
2),3) Tetsuo Noda
4) Dia Chemical
5) 1975(Japan)
327 1) stationery(pen stand)
2),3) Yoshihiro Kishimoto
4) Carl Office Supplies
5) 1983(Japan)
6) black
328 1) building company
2),3) Takenobu Igarashi
4) Build
5) 1978(Japan)
329 1) fashion
2),3) Alfonso Capetillo Ponce
4) Esteban
5) 1978(Mexico)
6) brown
330
2),3) Arthur Eckstein
4) Paul Kagan Associates
5) 1976(USA)
6) green(PMS 354)
331 1) shirts factory
2) Sergio Salaroli
3) Monika Salaroli
4) Brio Camicie
5) 1982(Italy)
6) black/ocher
332 1) cutlery(manufacture)
2) Motoki Hiramatsu
3) Isato Nakamura
4) Kubota Industry
5) 1983(Japan)
6) yellow/red/black
333 1) coffee shop
2),3) Melanie Bass
4) Darnell's & Co.
5) 1983(USA)
334 1) catering car
2) Kotaro Kurosaki/Kenzo
Nakagawa
3) Kenzo Nakagawa/Satoshi
Morikami/Sumiko Tsutani
4) Nippon Vending
5) 1982(Japan)
335 1) general clothing
2),3) Takeshi Ootaka
4) Fukusuke
5) 1978(Japan)
336 1) pub
2),3) Takeo Nakahara
4) Pub Family, Nizaemon
5) 1978(Japan)
6) ochre/dark brown/black/
white
337 1) music(group)
2),3) Shigo Yamaguchi
4) Toshiba EMI
5) 1983(Japan)
338 1) restaurant
2),3) Bruce D. Zahor
4) Leif Hope's Laundry
Restaurant Inc.
5) 1981(USA)
6) brown/white
339 1) pork products
2),3) Fernando Rión
4) Empacadora Donfer
5) 1982(Mexico)
6) red(Pantone 186)/gold
340 1) food
company(commemorative
mark)
2),3) Takeshi Ootaka
4) Nissin Food
5) 1983(Japan)
341 1) cosmetic
2) Hiroshi Taga
3) Takaaki Yoshinobu
4) Takako Products Japan
5) 1983(Japan)
342 1) restaurant
2) Ikko Tanaka
3) Ikko Tanaka/Masaaki
Hiromura
4) Spiral
5) 1981(Japan)
343 1) conference
2) Tadashi Ishikawa
3) Tadashi Ishikawa/Hideko
Sakato
4) Hitachi Factory
5) 1981(Japan)
344 1) shop
2) Shigeshi Oomori
3) Eiko Sakata
4) Kansai International Airport

- Building
5) 1982(Japan)
6) yellow/black
345 1) design company
2) Yoichi Sugamura
3) Michiko Sugamura
4) Moirés
5) 1982(Japan)
6) black/red
346 1) shop lighting(contest)
2) Nobuyuki Hagiwara/Hiroshi Matsuda
3) Fumio Koyoda
4) Matsushita Electric Works
5) 1982(Japan)
347 1) family restaurant
3) Helmut Schmidt
4) Sun Valley
5) 1981(Japan)
6) gradation from red to orange
348 1) automobile
2),3) Armin Vogt
4) Fiat Italia
5) 1967(Switzerland)
6) Pantone 293
349 1) restaurant, pub
2),3) Shintaro Ajioka
4) Miami
5) 1981(Japan)
350 1) automobile
2),3) Armin Vogt
4) Fiat Italia
5) 1967(Switzerland)
6) Pantone 116
351 1) record
2) Carlos Rolando
3) Jose Carlos Rodriguez
4) Sal Común
5) 1975(Spain)
6) black/white
352 1) magazine
2) Kenzo Nakagawa
3) Hiroyasu Nobuyama/Satoshi Morikami
4) Daily Industry Newspaper Inc.
5) 1982(Japan)
353 1) theatre
2) David Lock
3) Glenn Tutssel
4) Strarford East Company
5) 1977(England)
6) deep red
354 1) selling with a premium
2) Osamu Ogawa
3) Hajime Fujii
4) Ogawa Design Office
5) 1981(Japan)
355 1) camping
2),3) Alfredo de Santis
4) Lignano Pineta Ltd.
5) 1979(Italy)
356 1) photography studio
3) Kenji Kaneko
4) Sky Box
5) 1981(Japan)
357 1) design office
2),3) Yasumasa Oka
4) Design Office Milky Way
5) 1975(Japan)
358 1) photography studio
2),3) Hajime Yoshimura
4) Life Studio
5) 1980(Japan)
359 1) articles of furniture (brand)
2) Teruo Fujishige
3) Teruo Fujishige/Yoji Hayakawa
4) Maruni Carpentry
5) 1977(Japan)
360 1) furniture company (brand)
2) Shigeo Katsuoka
3) Hiroshi Asami
4) Maruichi Selling
5) 1981(Japan)
361 1) department store (jewelry exhibition)
3) Helmut Schmidt
4) Takashimaya
5) 1981(Japan)
6) gold
362 1) record label
2) Ikko Tanaka
3) Ikko Tanaka/Toshine Ishihama
4) Phonogram
5) 1980(Japan)
363 1) construction (foundation work)
2),3) PVDI
4) Franki
5) 1973(Brazil)
364 1) magazine
2) Shigo Yamaguchi
3) Hisako Nagano
4) Swing Journal Co.,Ltd.
5) 1983(Japan)
365 1) sport(club)
2),3) Scott Engen
4) Sports AM
5) 1983(USA)
6) black/red(PMS 032)
366 1) uniform
2),3) Kazuo Kishimoto
4) Baseball Team(Team Izumi)
5) 1979(Japan)
367 1) automobile parts
2),3) Moriyoshi Iijima
4) Lears
5) 1978(Japan)
368 1) medical
2) Alfonso Capetillo Ponce
3) Vicente Guerrero
4) Lubric Adhitiva, S.A.
5) 1974(Mexico)
6) black/red/blue
369 1) camera(campaign for sequence photographs)
2),3) Yasaburo Kuwayama
4) Olympus Optical Industry
5) 1980(Japan)
370 1) catering car
2) Kotaro Kurosaki/Kenzo Nakagawa
3) Kenzo Nakagawa/Sumiko Tsutani
4) Nippon Vending
5) 1982(Japan)
371 1) maker of electric appliances
2),3) Minoru Takahashi
4) Sony
5) 1982(Japan)
372 1) lighting equipment
2),3) Minoru Takahashi
4) Ushio Spax
5) 1979(Japan)
373
3) Jan Hollender
4) Agropol
5) 1983(Poland)
374 1) computer
2),3) Bruce D. Zahor
4) Apro Systems Inc.
5) 1982(USA)
375 1) publication
2),3) Christor Gassner
4) Öko Test Magazine
5) 1983(West Germany)
6) black/red→C48
376 1) electronic industry
2),3) Dominik Burckhardt
4) Mediator
5) 1981(Switzerland)
6) black
377 1) engineering(protection against heat)
2),3) Irmgaid Sonner
4) Isomura Co.,Ltd.
5) 1980(West Germany)
6) black/red/blue
378 1) automobile parts(brand)
2),3) Sogen Oonishi
4) Jilba Racing Sales
5) 1982(Japan)
6) golden red(M100 + Y100)
379 1) multi-business
2) João Carlos Cauduro/Ludovico Antonio Martino
4) Siderúrgica Nossa Senhora da Aparecida e Coligadas
5) 1980(Brazil)
380 1) multi-business
2) João Carlos Cauduro/Ludovico Antonio Martino
4) Siderúrgica Nossa Senhora da Aparecida e Coligadas
5) 1980(Brazil)
381 1) multi-business
2) João Carlos Cauduro/Ludovico Antonio Martino
4) Siderurgica Nossa Senhora da Aparecida e Coligadas
5) 1972(Brazil)
382 1) petroleum company
3) Aloisio Magalhães/Rodrigues Rafael/Roberto Lanari
4) Petróleo Brasileiro
5) 1970(Brazil)
383 1) multi-business
2) João Carlos Cauduro/Ludovico Antonio Martino
4) Corporação Bonfiglioli
5) 1981(Brazil)
384 1) advertisement
2),3) Kimito Oohashira
4) Nihon Sign
5) 1981(Japan)
385 1) chemistry
2),3) Kazutoshi Uemoto/Kozo Higashihara
4) Yamato Chemical Industry
5) 1983(Japan)
386 1) social security
2) João Carlos Cauduro/Ludovico Antonio Martino
4) Fundação FAELBA
5) 1980(Brazil)
387 1) electrical authority
2) João Carlos Cauduro/Ludovico Antonio Martino
4) CPFL
5) 1978(Brazil)
388 1) banking
2) João Carlos Cauduro/Ludovico Antonio Martino
4) Banco do Estado de São Paulo SA
5) 1975(Brazil)
389 1) building
2) João Carlos Cauduro/Ludovico Antonio Martino
4) Schahim Cury Engenharia Co.,Ltd.
5) 1976(Brazil)
390 1) industry
2) João Carlos Cauduro/Ludovico Antonio Martino
4) Morlan
5) 1978(Brazil)
391 1) commerce
2),3) Irmgaid Sonner
4) Sonnen-Herzog
5) 1979(West Germany)
6) red
392 1) precision measuring instruments(manufacturer)
2),3) Koichi Yamada
4) Tokyo Seimitsu
5) 1977(Japan)
393 1) cigarette
2),3) Oanh Pham-Phu
4) Philip Morris
5) 1980(West Germany)
394
3) Jan Hollander
4) Megat
5) 1983(Poland)
395 1) finance
3) Rodrigues Rafael/Nair Iannibelli
4) London Multiplic S.A.
5) (Brazil)
6) green
396 1) electrical authority
2) João Carlos Cauduro/Ludovico Antonio Martino
4) Celetramazon
5) 1980(Brazil)
397 1) transportation
2) Joe Selame
3) Selame Design Group
4) Hemingway Transport Co.
5) 1973(USA)
6) deep red
398 1) movie(production)
2),3) Conrad E. Angone
4) Ukopia Productions
5) 1972(USA)
6) black
399
2) Stankowski & Duschek
3) Anton Stankowdki
4) Schierling
5) 1976(West Germany)
400
2) Stankowski & Duschek
3) Anton Stankowski
4) Schaeffer Scovill
5) 1975-82(West Germany)
401 1) heat exchangers (manufacturer)
2) Ove Engstrom
3) Ove Engstrom/Torgny Gustavsson
4) ELGE
5) 1978(Sweden)
6) red/black/green
402 1) department store

- interior decoration department)
 2),3) Shin Matsunaga
 Odakyu Department Store
 1982(Japan)
03
 1) Mike Quon
 2) Charlotte's
 3) 1983(USA)
 4) black/white
04
 1),3) Dieter Urban
 2) C.F. Roser Co.,Ltd.
 3) 1970(Belgium)
05 1) publishing company
 2),3) Carlos Rolando
 1) Cambio
 2) 1977(Spain)
 3) white/black
06 1) publication
 2),3) Carlos Rolando
 1) Argos Vergara
 2) 1978(Spain)
 3) brown/pink
07 1) electrical authority
 2) João Caulos Cauduro/
 Ludovico Antonio Martino
 3) COELBA
 4) 1979(Brazil)
08
 1),3) Silvio Gayton
 2) Snauwaert
 3) 1983(USA)
 4) gray/black
09
 1),3) Bill Bundzak
 2) Western Energetix
 3) 1983(USA)
 4) PMS 185/PMS 293
10 1) book title
 2),3) Akisato Ueda
 1) PHP Institute
 2) 1982(Japan)
11 1) gift shop
 2) Hiroshi Sakata
 3) Eiko Sakata
 4) Live Gifts Sakamoto
 5) 1983(Japan)
12 1) restaurant
 2),3) Yukihisa Takakita
 1) Fillmore
 2) 1982(Japan)
 3) orange
13
 1) Siegfried Odermatt
 2) Kimo
 3) 1976(Switzerland)
 4) black
14
 1) Joe Selame
 2) Selame Design Group
 3) International Student
 Exchange Inc.
 4) 1981(USA)
 5) red/white/blue
15 1) chamber of commerce
 and industry
 2),3) PVDI
 1) Câmara do Comércio Li ano
 Brasileira
 2) 1976(Brazil)
16 1) health food(brand)
 2) Helmut Schmidt
 3) Sonnel
 4) 1981(Japan)
17 2),3) PVDI
 4) Capi/Capiba/Capibaribe
 5) 1970(Brazil)
418 1) boutique(dress)
 2) Shinji Arakawa
 3) Kazunari Nishida
 4) Crescendo
 5) 1982(Japan)
419 1) culture center
 2),3) PVDI
 4) Centro Nacional de
 Referência Cultural
 5) 1976(Brazil)
420
 2),3) Silvio Coppola
 4) Castoli
 5) 1978(Italy)
421 1) cities
 2),3) BK. Wiese
 4) Town of Kiel
 5) 1982(West Germany)
 6) silver/dark blue/blue/
 green
422 1) leisure time shop
 2),3) Harry Murphy
 4) The River Ducks
 5) 1982(USA)
 6) blue
423 1) poster
 2) Ryosuke Matsuki
 4) The Executive Committee of
 the Central Kyushu Graphic
 Design Exhibition Held at
 Kumamoto
 5) 1979(Japan)
424 1) department store
 2) Yoriya Ueda
 3) Michio Miyazaki
 4) Seibu Department Store
 5) 1980(Japan)
425 1) chemicals
 3) Peter Skalar
 4) Sozd Kemija
 5) 1982(Yugoslavia)
 6) green
426 1) fashion
 2),3) Hans E. Scheur
 4) "Gerber"
 5) 1977(West Germany)
 6) black/brown/yellow
427 1) machinery(graphic arts)
 2) Alfonso Capetillo Ponce
 3) Ricardo Salas
 4) Intergrafica
 5) 1980(Mexico)
 6) brown
428
 2) Klaus Schmidt
 3) Henrion/Ludlow/Schmidt
 4) Vorwerk & Co
 5) 1981(England)
 6) green → C69-71
429 1) jazz concert
 2) Hiroyuki Ueno
 3) Kenji Kaneko
 4) The Society for the
 Promotion of Tonami City Tulip
 Fair
 5) 1980(Japan)
430 1) hotel
 2) Lew Lehrman
 3) Robin Smith
 4) Parkview Hilton Hotel
 5) 1980(USA)
431 1) private
 symbol(designer)
 3) Miloš Ćirić
 4) Miloš Ćirić
 5) 1980(Yugoslavia)
432 1) record title
 2) Gai Muranaka
 3) Koji Takahashi
 4) Victor Invitation
 5) 1982(Japan)
433 1) restaurant
 2),3) Milton Glaser
 4) Pizza Piazza
 5) 1983(USA)
 6) pink/green
434 1) private logotype
 2),3) Ernesto Lehfeld
 4) Manola Ruiz(ceramist)
 5) 1982(Mexico)
 6) PMS 465
435
 2),3) Hans Kündig
 4) Tany AB
 5) 1978(Sweden)
 6) black/red
436 1) information industry
 2),3) Allan W. Miller
 4) News Business
 5) 1980(USA)
 6) blue
437 1) interior(chair
 manufacture)
 3) Ricardo Blanco
 4) Lañin
 5) 1974(Buenos Aires)
 6) red
438 1) furniture systems
 2) Burton Kramer
 3) Karl Märtens/Burton Kramer
 4) Teknion
 5) 1982(Canada)
 6) maroon/gray → C37-39
439 1) electronic products
 2),3) Manuel Sanchez
 4) Keryon S.A.
 5) 1978(Mexico)
440 1) reinforced plastics
 2),3) Asher Kalderon
 4) Ziklag
 5) 1975(Israel)
 6) red → 44
441 1) furniture
 (sales campaign)
 3) Shigo Yamaguchi
 4) Baba Furtiture
 5) 1976(Japan)
442 1) phototypesetting studio
 2),3) Kazunari Nishida
 4) Tochiku Phototypesetting
 Studio Post
 5) 1976(Japan)
443 1) medicine
 2),3) Kazuo Oono
 4) Nippon-Rodia
 5) 1973(Japan)
444 1) magazine article
 2),3) Yasaburo Kuwayama
 4) Japan Typography Association
 5) 1975(Japan)
445 1) welding business
 3) Eilliam G. Clark/Roger F.
 Messenger
 4) Metarc Filler Metals of
 Canada Ltd.
 5) 1982(Canada)
 6) blue/orange
446 1) gas company
 3) István Szekeres
 4) Lampart
 5) 1979(Hungary)
 6) black
447
 2) FHK Henrion
 4) Colt International
 5) 1977(England)
 6) black/red/blue
448
 3) Benno Wissing
 4) Calpam
 5) 1971(Netherlands)
 6) black → C34
449
 2),3) PVDI
 4) Grupo Peixote de Castro
 5) 1974(Brazil)
450 1) magazine of
 architecture and design
 2),3) Gustavo Gomez
 -Casallas/Rodrigo Fernandez
 4) Proa
 5) 1976(Columbia)
 6) black
451 1) name of a company
 3) Taijiro Nakayama
 4) Verde Japan
 5) 1983(Japan)
452 1) machine industry
 2),3) Gavin Healey
 4) Honeywell Europe
 5) 1983(England)
 6) blue/red → 43
453 1) Canadian yacht racing
 association
 2) Goddschalk & Ash
 International
 3) Peter Adam/Stuart Ash
 4) CYRA
 5) 1977(Canada)
454 1) magazine title
 2) Yasaburo Kuwayama
 3) Muneo Mizumori
 4) Heibon Publishing
 5) 1974(Japan)
 6) black/red
455 1) paper shop
 2),3) Peter G. Ulmer
 4) Kunz
 5) 1979(Switzerland)
 6) red
456 1) magazine title
 2),3) Tsuneo Arima
 4) The Publishing Department
 of the Hochi Newspaper Office
 5) 1975(Japan)
457 1) automobile
 decalcomania
 2),3) The Design Department
 of the Isuzu Automobile
 Industry
 4) The Isuzu Automobile
 Industry
 5) 1982(Japan)
 6) orange/dark blue/grayish
 white
458 1) consulting
 company(legal, financial)
 2),3) Ernesto Lehfeld
 4) Sintemex S.A.
 5) 1974(Mexico)
 6) PMS 410
459 1) committee(tourism)

2),3) Allan W. Miller
 4) Tourism Committee of City of Tijuana
 5) 1976(USA)
 6) magenta
460 1) restaurant
 2) Maurizio Milani/Armando Milani
 3) Maurizio Milani
 4) Fiona
 5) 1979(Italy)
461 1) microcomputer magazine
 2),3) Makoto Yoshida
 4) Kosaido Publishing
 5) 1978(Japan)
 6) golden red(M100 + Y100)
462 1) market research, consulting
 2),3) Masatoshi Shimokawa
 4) Blobal Link(Los Angeles)
 5) 1975(Japan)
 6) blue
463 1) clothing(resort wear)
 3) Shigetoshi Shibata
 4) Yoshinoto
 5) 1978(Japan)
464 1) building
 2) Kazuo Maekawa
 3) shigo Yamaguchi
 4) Matsushita Investment and Development
 5) 1983(Japan)
 6) green(DIC 175)
465 1) restaurant
 2) Shigeru Sato
 4) Bamboo
 5) 1978(Japan)
 6) green
466 1) design company
 2) Tadashi Ishikawa
 3) Hideko Sakato
 4) Dokko Research Institute of Design
 5) 1975(Japan)
467 1) automobile(showroom)
 2),3) Ken'ichi Kaneko
 4) Gunma Toyopet(Car Pit)
 5) 1983(Japan)
468
 2),3) Pietro Galli
 4) Rock Soil
 5) 1979(Italy)
 6) black
469 1) consultant(nutrition)
 2) Don Davis Design
 3) Don Davis
 4) New Life Nutrition Consultants
 5) 1983(USA)
 6) green/copper
470 1) record
 2),3) Jorge Sposari
 4) Compañia Grabadora Clave
 5) 1974(Argentina)
471
 3) Paul Ibou
 4) Libelle Rosita
 5) 1970(Belgium)
472 1) sound equipment facilities(manufacturer)
 2) Sudarshan Dheer
 3) Pravin Sevak
 4) Multivision
 5) 1979(India)

6) gray
473 1) entertainment(exhibition)
 2),3) Shunji Kanda
 4) Aron Chemical Synthesis
 5) 1980(Japan)
 6) blue/M100 + C100
474 1) shopping center
 2),3) Teruo Fujishige
 4) Pair City Mihara
 5) 1981(Japan)
475 1) title of a magazine article
 2),3) Shigo Yamaguchi
 4) Swing Journal Co.,Ltd.
 5) 1981(Japan)
476 1) guidebook title
 3) Yasumasa Oka
 4) Osaka Design Academy
 5) 1977(Japan)
477 1) pub
 2) Shinji Arakawa
 3) Kazunari Nishida
 4) Cat's Cradle
 5) 1982(Japan)
478 1) boutique
 3) Yoshikatsu Tami
 4) More
 5) 1982(Japan)
479 1) beauty salon
 2),3) Takeshi Ootaka
 4) Mode Beauty Salon
 5) 1974(Japan)
480 1) cosmetic
 2) Shigehiko Takizawa
 3) Ikuo Masubuchi
 4) Japan Charmqueen
 5) 1980(Japan)
481 1) wine(label)
 2),3) Yasaburo Kuwayama
 4) Ushiki Domestic and Foreign Patent Office
 5) 1975(Japan)
482 1) title of a trade publication
 3) Kazunari Nishida
 4) Japan Typography Association
 5) 1980(Japan)
483 1) office furniture
 3) Marcello d'Andrea
 4) Spazio
 5) 1977(Italy)
 6) black/white
484 1) department store (entertainment)
 2) Studio Tamu
 3) Tadasu Fukano
 4) Seibu Department Store
 5) 1974(Japan)
485 1) clothing
 2),3) Guillermo González Ruiz
 4) Roland Cotton
 5) 1983(Argentina)
 6) black
486 1) committee(sports)
 3) Velizar Petrov
 4) Committee for Youth and Sports
 5) 1974(Bulgaria)
487 1) resort
 2),3) Yusaku Kamekura
 4) Appi Comprehensive Development
 5) 1982(Japan)
488 1) textile(manufacturer)

2) Shigeru Shimooka
 3) Masanobu Watanabe
 4) Avelco
 5) 1981(Japan)
489 1) jewel shop
 2),3) Kazunari Nishida
 4) Jewel Shima
 5) 1973(Japan)
490 1) measuring instrument of three-dimensional coordinates
 2),3) Koichi Yamada
 4) Tokyo Seimitsu
 5) 1978(Japan)
491 1) automobile
 2),3) Shin Matsunaga
 4) Toyo Industry
 5) 1972(Japan)
492 1) trust
 2),3) Michael Baviera
 4) Real Estate Trust Company
 5) 1974(Switzerland)
 6) black
493 1) telephone (manufacturer)
 3) Velizar Petrov
 4) Nvactika
 5) 1982(Bulgaria)
494 1) center for the arts
 2),3) Burton Kramer
 4) St. Lawrence Center
 5) 1983(Canada)
 6) gold/silver → C40,41
495 1) elevator industry
 2),3) PVDI
 4) Indústria de Elevadores Apolo
 5) 1970(Brazil)
496 1) woodwork (manufacturer)
 3) Ricardo Blanco
 4) Carpinteria Mecanica Latina
 5) 1971(Argentina)
 6) brown
497
 2),3) Stuart Winnard
 4) Beauty Bronze
 5) 1982(Great Britain)
 6) black
498
 2),3) PVDI
 4) Sicpa
 5) 1971(Brazil)
499 1) manufacturing
 2),3) Stephan Kantscheff
 4) Mineral Souvenir
 5) (Bulgaria)
500 1) hotel
 2) Lew Lehrman
 3) Debbie Kossoff
 4) Puerto Rico Hyatt Hotel
 5) 1976(USA)
501 1) machine(manufacturer)
 2),3) Gavin Healey
 4) Honeywell Europe
 5) 1983(England)
 6) red → C35
502 1) boutique
 2),3) Hiromi Nagano
 4) Musique
 5) 1972(Japan)
503 1) radio station
 2) Ray Engle
 3) Jerome Jensik
 4) KFI 640
 5) 1972(USA)

6) brown
504 1) food
 2),3) Jorge Canales
 4) Productos Alianza
 5) 1978(Mexico)
 6) blue(Pantone 285)
505 1) committee(tourism)
 2),3) Allan W. Miller
 4) Tourism Committee of City of Tocate
 5) 1978(USA)
 6) orange
506 1) construction, building design
 2),3) Gavin Healey
 4) The Lesser Group
 5) 1970(England)
 6) blue → C46, M2
507 1) color television
 2),3) Shigeo Komori
 4) NEC Home Electronics
 5) 1982(Japan)
508 1) dress shop
 3) Marcello d'Andrea
 4) City Club
 5) 1974(Italy)
 6) black/white
509
 2),3) Michael Baviera
 4) Michael Baviera
 5) 1970(Switzerland)
 6) black
510 1) teahouse
 2),3) Takeo Nakahara
 4) Marutama
 5) 1978(Japan)
511 1) ecological defense
 2),3) Massimo Dradi
 4) ECODECO
 5) 1970(Italy)
 6) black
512 1) restaurant with live jazz
 2),3) Ken'ichi Hirose
 4) Ballantine's 2
 5) 1981(Japan)
513 1) publishing house
 3) Marcello d'Andrea
 4) AGORA
 5) 1980(Italy)
 6) black/white
514 1) textile industry
 3) Marcello d'Andrea
 4) MTP
 5) 1975(Italy)
515 1) French confectionery shop
 2),3) Ken'ichi Hirose
 4) Bonne Chere
 5) 1977(Japan)
516 1) chemical industry
 3) István Szekeres
 4) Tiszai Vegyi Kombinát
 5) 1974(Hungary)
 6) yellowish brown
517
 3) Yoshimitsu Kato
 4) Bentom
 5) 1982(Japan)
518 1) automobile parts (aluminum wheel)
 2) Moriyoshi Iijima
 3) Moriyoshi Iijima/Masazumi Ainoya
 4) Seiwa
 5) 1981(Japan)

- 519 1) catalogue
- 2),3) Syunji Kanda
- 4) Aron Chemical Synthesis
- 5) 1980(Japan)
- 520 1) textile products
- 2) Akira Hirata
- 3) Akira Hirata/Kenzo Tanimura
- 4) Naigai Clothing Products
- 5) 1974(Japan)
- 6) Pantone 354C
- 521
- 2) Gil. L. Strunck
- 3) Angela Ribeiro
- 4) Cascata Boutique
- 5) 1980(Brazil)
- 6) blue
- 522
- 2) Gil. L. Strunck
- 3) Nato Comes
- 4) África
- 5) 1979(Brazil)
- 6) brown
- 523
- 2) Renato Gomes
- 3) Angela Ribeiro
- 4) West Side
- 5) 1979(Brazil)
- 6) red/blue
- 524 1) graphic design studio
- 2),3) Rey R. Dacosta
- 4) Redigraf
- 5) 1976(Venezuela)
- 6) brown/red
- 525 1) department store
- (counter)
- 2),3) Tadasu Fukano
- 4) Isetan
- 5) 1977(Japan)
- 526 1) industry, commercial
- and agricultural production
- 3) Matjaž Bertoneceli/Ivan
- Dvorsák
- 4) ABC Pomurka
- 5) 1977(Yugoslavia)
- 6) blue/red/green/brown
- 527 1) cassette case
- 2) Zenjiro Kurihara
- 3) Ikuo Masubuchi
- 4) Olympus
- 5) 1980(Japan)
- 528 1) music festival
- 2),3) Julien Van Der Wal
- 4) Festival de Musique de
- Divonne
- 5) 1975(Switzerland)
- 529
- 2) Studio Novarese
- 3) Aldo Novarese
- 4) Meccanica Piemonte
- 5) 1976(Italy)
- 530 1) style for magazine
- advertisements
- 2),3) Kazunari Nishida
- 4) Ryobi Printing Machine
- Company
- 5) 1980(Japan)
- 531 1) music(group)
- 2) Alan Wallis
- 3) Tony Foster
- 4) 10cc
- 5) 1978(England)
- 6) multicolor
- 532 1) studio
- 2),3) Yoshihiro Fujita
- 4) Elk
- 5) 1979(Japan)
- 533 1) travel
- 3) Ivan Dvorsák
- 4) Alpe Adria
- 5) 1981(Yugoslavia)
- 6) blue
- 534 1) printing and
- educational machine
- (manufacture and sale)
- 3) Shigeo Fukuda
- 4) Ideal Science Industry
- 5) 1979(Japan)
- 535 1) planning production
- 2),3) Shigeichi Umemura
- 4) Project VIC
- 5) 1983(Japan)
- 536 1) entertainment(office
- supplies)
- 2) Hiroji Taga
- 3) Takaaki Yoshinobu
- 4) Sanritsu
- 5) 1982(Japan)
- 537
- 2),3) Gil. L. Strunck
- 4) Accort Confeccções Ltda
- 5) 1984(Brazil)
- 538 1) bicycle(manufacture)
- 2) Peter Christensen
- 3) Wicki Robert
- 4) Villiger Söhne AG
- 5) 1980(Switzerland)
- 539 1) engineering
- 2) João Carlos Cauduro/
- Ludovico Antonio Martino
- 4) Promon Engenharia SA
- 5) 1971(Brazil)
- 540 1) supermarket
- 2),3) Katsuyoshi Yoshinaga
- 4) Maruwa
- 5) 1978(Japan)
- 541 1) automatic measuring
- apparatus for NC lathes
- 2),3) Koichi Yamada
- 4) Tokyo Seimitsu
- 5) 1982(Japan)
- 542 1) electric micrometer
- 2),3) Koichi Yamada
- 4) Tokyo Seimitsu
- 5) 1980(Japan)
- 543 1) poster
- 2),3) Masayuki Yano
- 4) Yoroshita Music
- 5) 1979(Japan)
- 544 1) bank
- 2) João Carlos Cauduro/
- Ludovico Antonio Martino
- 4) Banco Brasileiro de
- Descontos
- 5) 1982(Brazil)
- 545 1) trade
- 2),3) Oanh Pham-Phu
- 4) De Leo
- 5) 1983(West Germany)
- 6) black/white
- 546 1) radio
- station(campaign)
- 2),3) Eita Shinohara
- 4) TBS Radio
- 5) 1972(Japan)
- 547 1) gymnastics
- 2),3) Fay Medina/Marisa Díez
- Jenkin
- 4) XXI Gymnastics World
- Championship
- 5) 1980(Mexico)
- 6) red/white/green
- 548 1) title of a magazine
- article
- 2) Kuniharu Masubuchi
- 3) Hiroshi Iseya
- 4) Mikimoto
- 5) 1981(Japan)
- 549 1) clothing(T-shirt)
- 2) Ryuichi Araki/Kenzo
- Nakagawa
- 3) Kenzo Nakagawa/Hiroyasu
- Nobuyama
- 4) Ifco
- 5) 1982(Japan)
- 550 1) confectionery
- 2) Takako Nakagaki
- 3) Akira Sanada
- 4) Matsuo Confectionery
- 5) 1982(Japan)
- 551 1) interior design
- laboratory
- 2),3) Akisato Ueda
- 4) Kizaki Design Laboratory
- 5) 1974(Japan)
- 552 1) title of a publication
- article
- 2) Shigo Yamaguchi
- 3) Masaki Furuta
- 4) Swing Journal Co.,Ltd.
- 5) 1983(Japan)
- 553 1) title of a publication
- article
- 2),3) Shigo Yamaguchi
- 4) Swing Journal Co.,Ltd.
- 5) 1983(Japan)
- 554 1) food company
- 2) Shakespear Design Studio
- 3) Raul Shakespear/Ronald
- Shakespear
- 4) Cinzano Argentina Saic
- 5) 1982(Argentina)
- 6) blue/red
- 555 1) title of a magazine
- article
- 2),3) Shigo Yamaguchi
- 4) Swing Journal Co.,Ltd.
- 5) 1976(Japan)
- 556
- 2),3) Arthur Eckstein
- 4) Typographic Images Inc.
- 5) 1978(USA)
- 6) blue(PMS 275)
- 557 1) private symbol(painter)
- 2),3) Gerd Leufert
- 4) Valerio Adami
- 5) 1971(Venezuela)
- 6) black
- 558 1) entertainment(art
- exhibition)
- 2),3) Armando Ferraro Senior
- 4) Galeria Mendoza
- 5) 1971(Venezuela)
- 559 1) computer(brand)
- 2) Hiroji Taga
- 3) Takaaki Yoshinobu
- 4) Nisso
- 5) 1983(Japan)
- 6) blue
- 560 1) title of a magazine
- article
- 2) Kuniharu Masubuchi
- 3) Hiroshi Iseya
- 4) Mikimoto
- 5) 1981(Japan)
- 561 1) restaurant
- 3) Atsushi Ichihashi
- 4) Restaurant Rota
- 5) 1982(Japan)
- 6) black/orange(DIC 161)/
- red(DIC 158)/light green(DIC
- 40)
- 562 1) discoteque
- 3) Ken Design Office
- 4) Studio Voice
- 5) 1982(Japan)
- 563 1) jeans shop
- 2),3) Takeo Nakahara
- 4) Goods
- 5) 1977(Japan)
- 564 1) football lottery
- 2) Keith Murgatroyd
- 3) Tony Forster
- 4) Littlewoods Pools Ltd.
- 5) 1980(England)
- 6) blue
- 565 1) financial agency
- 2) Charles E. Finsilver
- 3) David Leigh(Murtha, De
- Sola, Finsilver, Fiore, Inc.)
- 4) Finance One
- 5) 1981(USA)
- 6) blue
- 566 1) clothing
- 3) Shigo Yamaguchi
- 4) Ace Men's Wear
- 5) 1976(Japan)
- 567 1) roller skates
- 3) Shigo Yamaguchi
- 4) Progger Japan
- 5) 1980(Japan)
- 568
- 3) Jan Hollender
- 4) Rembud
- 5) 1983(Poland)
- 569
- 3) Jan Hollender
- 4) Zmpik
- 5) 1983(Poland)
- 570 1) chemical industry
- 2) Anton Georgiev
- 3) Christov Ognian
- 4) Vidin
- 5) 1981(Bulgaria)
- 6) blue/black
- 571 1) golf course(campaign)
- 3) Yutaka Sato
- 4) New Japan Sight-seeing
- 5) 1971(Japan)
- 572 1) television station
- 2) George McGinnis
- 3) John Rea
- 4) WPIX-TV
- 5) 1982(USA)
- 573 1) boutique
- 3) Yasumasa Oka
- 4) Puppet
- 5) 1971(Japan)
- 574 1) record title
- 2) Yasuhiko Shibukawa
- 3) Yukio Kuroda
- 4) Japan Columbia Records
- 5) 1975(Japan)
- 575 1) sportswear
- 2) Kenji Shigematsu
- 3) Yoko Satomi
- 4) Shimoguchi
- 5) 1983(Japan)
- 6) blue
- 576 1) leisure time amusement
- 2) Milton Glaser

3) Milton Glaser／George Leavitt

4) Amall Leasures & Bear Necessities／George Lang Corp.

5) 1978(USA)

6) brown／white

577 1) event shop(tentative plan)

2),3) Yasuhiko Shibukawa

5) 1982(Japan)

578 1) transportation

2),3) Jorge Canales

4) Transportes C.S.A.

5) 1979(Mexico)

6) red

579

3) Daphne Duijvelshoff

4) Katan BV

5) 1979(Netherlands)

6) blue／black

580 1) flooring industry

3) A. G. Schillemans

4) Nierstrasz Vloeren BV

5) 1979(Netherlands)

6) dark brown

581

3) Jan Hollender

4) Pianka

5) 1983(Poland)

582 1) New Year's card

3) Toshiaki Takahashi

4) Toshiaki Takahashi

5) 1982(Japan)

583 1) food

2),3) Takeshi Ootaka

4) Nissin Food Products

5) 1982(Japan)

584 1) food(brand)

2),3) Takeshi Ootaka

4) Nissn Foods Products

5) 1983(Japan)

585 1) fast food

2),3) David Leigh(Murtha, De Sola, Finsilver, Fiore, Inc.)

4) Speakeasy Pizza

5) 1981(USA)

6) red／black

586 1) roller coaster

2) Toshihiko Matsuo

3) Katsuichi Ito

4) Yokohama Dream Land

5) 1980(Japan)

587 1) correspondence course

3) Kaoru Iida

4) Scande Furniture Institute

5) 1977(Japan)

588 1) construction

2),3) Tony Forster

4) Zenex Partnership Ltd.

5) 1981(England)

6) gray

589 1) company name

2),3) Osamu Furumura

4) Wings

5) 1981(Japan)

590

2) Tadashi Ishikawa

3) Hideko Sakato

4) Aoki Giken Development

5) 1974(Japan)

591 1) entertainment(private exhibition)

2),3) Masayuki Yano

4) Sunako Hata

5) 1979(Japan)

592 1) record title

2),3) Masayuki Yano

4) Epic／Sony

5) 1979(Japan)

593 1) discoteque

2),3) Tadasu Fukano

4) Naeba Prince Hotel

5) 1973(Japan)

594 1) stationery

2),3) Ernesto Lehfeld

4) Ernesto Lehfeld

5) 1973(Mexico)

6) black

595 1) coffee shop

2),3) Milton Glaser

4) Inhilco

5) 1977(USA)

6) brown／white

596 1) guidebook title

3) Yasumasa Oka

4) Osaka Design Academy

5) 1980(Japan)

597 1) title of a magazine article

2),3) Shigo Yamaguchi

4) Swing Journal Co.,Ltd.

5) 1983(Japan)

598 1) book title

2),3) Yasumasa Oka

4) CBS Sony Publishing

5) 1981(Japan)

599 1) guidebook title

3) Yasumasa Oka

4) Osaka Design Academy

5) 1978(Japan)

600 1) acoustics company (catalogue)

2) Toshiyasu Nanbu

3) Yasumasa Yamamoto

4) Yasuda Construction

5) 1982(Japan)

601 1) tearoom, snack bar

2) Shunji Niinomi

3) Tetsuharu Mabuchi

4) Bianco

5) 1976(Japan)

602 1) restaurant

3) Assen Ivanov

4) Rubin

5) 1983(Bulgaria)

603 1) pub and restaurant

3) Shigo Yamaguchi

4) Half Note

5) 1979(Japan)

604 1) pamphlet

2) Nobuyuki Nagaoka

3) Masahiro Toki

4) NEC Corporation Environmental Engineering

5) 1983(Japan)

605 1) restaurant

2),3) Tsutomu Shimoyama

4) Hatsushima

5) 1981(Japan)

606 1) restaurant

3) Yoneo Jinbo

4) Robata

5) 1975(Japan)

607 1) publishing

2),3) Jagdish Chavda

4) Bharati Publications Inc.

5) (USA)

608 1) apparatus a fish-luring light(manufacturer)

2),3) Masaaki Fukuda

4) North Japan Fishery

5) 1983(Japan)

609 1) private symbol(graphic designer)

2),3) Steve Allen

4) Steve Allen

5) 1981(USA)

6) multicolor

610 1) antique shop

2),3) Carlos Rolando

4) Susana Koruer

5) 1979(Spain)

6) black／gold

611 1) machine(selling)

2),3) Tom Lewis

4) Al's Machine Shop

5) 1977(USA)

612

2),3) Thomas J. Ambrosino

4) Custom Collision

5) 1983(USA)

6) black／white

613 1) calendar(cover)

2),3) Masahiro Abe

4) Abe Design-R.

5) 1979(Japan)

614 1) map scanning systems

2),3) Leif F. Anisdahl

4) Sysscan A.S

5) 1982(Norway)

6) blue

615 1) construction

2),3) Eduardo A. Cánovas

4) Del Sol S.A.

5) 1979(Argentina)

6) ochre

616 1) development

2),3) Gavin Healey

4) British Urban Development Services Unit

5) 1977(England)

6) light blue

617 1) real estate

2),3) Marty Neumeier

4) West Pac Shelter Corp.

5) 1979(USA)

6) blue／green

618 1) construction

3) Matjaž Bertonceli

4) Giposs

5) 1978(Yugoslavia)

6) black／green

619 1) cement

2),3) PVDI

4) Grupo Paraiso

5) 1971(Brazil)

620 1) furniture

2),3) Takenobu Igarashi

4) Build

5) 1982(Japan)

621 1) construction

2),3) Gustavo Gomez-Casallas

4) Corinvia-Consorcio

5) 1977(Columbia)

6) blue(cobalt)

622 1) restaurant

2),3) Kazuo Tajima

4) Eve

5) 1976(Japan)

623 1) paper merchant

2),3) Carl Christensen

4) Boman Papir

5) 1978(Norway)

624 1) catalogue

2),3) Toshiyasu Nanbu

4) Daiko Electric Works

5) 1971(Japan)

625 1) student encyclopedia(Solaris)

2) Kazutoshi Furihata

3) Makoto Yoshida／Honami Morita

4) Gakken Co.,Ltd.

5) 1983(Japan)

6) rainbow colors

626 1) turbo automobile

2),3) The Design Department of the Isuzu Automobile Industry

4) The Isuzu Automobile Industry

5) 1982(Japan)

6) dark gray／dark green／warm silver／dark blue／warm gray

627 1) interior design (scheme, execution)

2),3) Shigeo Katsuoka

4) Enoch

5) 1975(Japan)

6) orange(DIC 119)

628 1) boutique

2) Massimo Dradi

3) Aldo Travagliati

4) Krisma

5) 1982(Italy)

6) black／orange／yellow

629 1) fashion designer

3) Kaoru Iida

4) Can Group

5) 1976(Japan)

630 1) entertainment

2) Kuniharu Masubuchi

3) Ikuo Masubuchi

4) Mikimoto

5) 1977(Japan)

631 1) exhibition

2) John Constable

3) Victor Dicristo

4) Illustrators & Designers

5) 1978(USA)

6) black

632

2) Renato Gomes

3) Angela Ribeiro

4) Newsplan

5) 1980(Brazil)

6) red

633 1) electronic components

3) A. G. Schillemans

4) Amroh BV

5) 1974(Netherlands)

6) orange

634 1) artist

2),3) Masayuki Yano

4) Discomate Record

5) 1980(Japan)

635 1) postal card

2),3) Koji Nagai

4) Can

5) 1981(Japan)

636 1) broadcasting station

2),3) Yoshihiro Yoshida

4) Nippon Broadcasting

5) 1983(Japan)

637 1) snack bar and tea room

2),3) Shuji Torigoe

4) Restaurant Tokyu

5) 1975(Japan)

638 1) campaign

2),3) Masayuki Yano

4) CBS Sony

- 5) 1979(Japan)
639 1) parts catalogue
 2) Shunji Niinomi
 3) Tetsuharu Mabuchi
 4) Toyota Automobile
 5) 1978(Japan)
640 1) boutique
 2),3) Tony Forster
 4) Beeta Boutique
 5) 1973(England)
 6) brown
641 1) department store
 campaign)
 2) Nobuhiko Asakawa
 3) Taijiro Nakayama
 4) Isetan
 5) 1971(Japan)
642 1) cartridge
 2),3) Tetsuya Ota
 4) Pabuco
 5) 1979(Japan)
643 1) interior(design)
 2),3) Tony Forster
 4) Interface Interiors
 5) 1979(England)
 6) gray
644 1) municipal authority
 3) Eduard Prüssen
 4) City of Bergisch Gladbach
 5) 1971(West Germany)
 6) black → C56-58, M19
645 1) calendar title
 2),3) Tadasu Fukano
 4) Golf Digest Co.,Ltd.
 5) 1977(Japan)
646 1) trade(export of crafts)
 2),3) Ernesto Lehfeld
 4) Artexport S.A.
 5) 1974(Mexico)
 6) PMS 404
647 1) sporting goods
 catalogue)
 2) Shimokazu Sakiyama
 3) Masahiro Shimizu
 4) Mitsuwa Tiger
 5) 1974(Japan)
648 1) cosmetic
 2),3) Tadasu Fukano
 4) Lion Oils and Fats
 5) 1977(Japan)
649 1) newspaper
 3) István Szekeres
 4) Csepel Szerkesztőség
 5) 1982(Hungary)
 6) red
650
 1) Gil. L. Strunck
 3) Daisy Schimit
 4) Los Angeles
 5) 1982(Brazil)
 6) red/blue
651 1) yacht company
 3) Masahiro Shimizu
 4) Kanematsu Gosho
 5) 1975(Japan)
652 1) entertainment(concert)
 2),3) Scott Engen
 4) Kuer-FM90, NPR Affiliate
 5) 1982(USA)
 6) black
653 1) ski team
 2),3) Yoshikazu Ogawara
 4) Heros Racing
 5) 1981(Japan)
654 1) hotel
 2),3) Elias Santamarina
 4) Babilonia
 5) 1980(Spain)
 6) bluish green
655 1) record
 2),3) Michael Baviera
 4) America Sound
 5) 1974(Switzerland)
 6) black
656 1) baton twirlers' team
 2),3) Muneo Mizumori
 4) Perky Twirlers
 5) 1982(Japan)
657 1) calendar cover
 2),3) Masahiro Abe
 4) Shigematsu Business
 Concern
 5) 1977(Japan)
658 1) salad oil(package)
 2) Takenobu Igarashi
 3) Takenobu Igarashi/Yukimi
 Sasago
 4) Yoshihara Oil Mill
 5) 1983(Japan)
659 1) restaurant
 2),3) Shigeo Katsuoka
 4) New Hayashi
 5) 1981(Japan)
 6) reddish purple(DIC 196)
660
 2) Renato Gomes
 3) Alicia Marina Osborne
 4) Twins
 5) 1979(Brazil)
 6) black/brown
661 1) fishing rod
 (manufacturer)
 2),3) Leif F. Anisdahl
 4) Vangen Fiskestenger
 5) 1978(Norway)
 6) black/gold
662 1) magazine title
 3) Helmut Schmidt
 4) Taiho Pharmaceuticals
 5) 1970(Japan)
663 1) gymnasium
 3) Shin Matsunaga/Osamu
 Furuta
 4) Hankyu Department Store
 5) 1982(Japan)
664 1) cake(manufacturer)
 3) Helmut Schmidt
 4) Belle
 5) 1983(Japan)
 6) red(DIC 80)/beige(DIC 31)
665 1) title of public relations
 magazine
 2) Katsumi Nagata/Yasaburo
 Kuwayama
 3) Yasaburo Kuwayama/Ikuo
 Masubuchi
 4) Olympus Optical Industry
 5) 1983(Japan)
 6) black/white
666 1) men's wear
 (manufacturer)
 2),3) Eduard A. Cánovas
 4) Brenson Hnos.
 5) 1976(Argentina)
 6) green
667 1) house(development)
 2),3) Jack Evans
 4) Hayman-Harvey
 Development Company
 5) 1983(USA)
 6) orange/yellow/brown
668 1) research institute of
 dress and its ornaments
 2),3) Teruo Fujishige
 4) Yamauchi Research Institute
 of Design of Dress and Its
 Ornaments
 5) 1972(Japan)
669 1) restaurant
 3) Kazuharu Fujii
 4) Family Restaurant Wing
 5) 1981(Japan)
670 1) food(brand)
 2) Hironori Iokawa
 3) Ikuo Masubuchi
 4) Tohato Health Food
 5) 1983(Japan)
671 1) cosmetics
 2) Ichiro Okada
 3) Koichi Watanabe
 4) Lion
 5) 1983(Japan)
 6) dark purple(DIC 233)/
 green(DIC 250)
672 1) trade
 2),3) Koichi Watanabe
 4) Marukai Corporation
 5) 1981(Japan)
673 1) title of a public
 relations magazine
 2),3) Yasaburo Kuwayama
 4) Toyo Ink Manufacturer
 5) 1974(Japan)
 6) black
674 1) creative production
 2) Shigeru Shimooka
 3) Shigeru Shimooka/
 Toyohiko Sugimoto
 4) Boxer
 5) 1980(Japan)
675 1) engine
 2) Shunsuke Moroto
 3) Shigo Yamaguchi
 4) Toyo Industry
 5) 1982(Japan)
676 1) casual shop
 3) Ken Design Office
 4) Fine
 5) 1983(Japan)
677 1) design office
 2),3) Tetsuo Noda
 4) Art & Design House 366
 5) 1977(Japan)
678 1) computer
 2),3) Akisato Ueda
 4) BIWAC
 5) 1983(Japan)
679 1) candy company
 2),3) James Lienhart
 5) (USA) → C81
680
 2),3) Madeleine Bujatti
 4) R. Schillinger KG
 5) 1978(Austria)
 6) dark blue/red → C59,60
681 1) children's fund
 2),3) Julien Van Der Wal
 4) UNICEF
 5) 1975(Switzerland)
682 1) bank
 3) Peter Skalar
 4) Adria Bank(Vienna)
 5) 1980(Yugoslavia)
 6) blue
683 1) computer
 3) Helmut Schmidt
 4) Sanyo Electric
 5) 1977(Japan)
684 1) shipbuilding
 2),3) Yasaburo Kuwayama
 4) Hitachi Shipbuilding
 5) 1978(Japan)
 6) black
685
 2) Calvin Woo
 3) Calvin Woo/Mike Whalen
 4) Hispan
 5) 1982(USA)
 6) blue/gray
686 1) title of a public
 relations magazine
 2) Yasaburo Kuwayama
 3) Yasaburo Kuwayama/
 Muneo Mizumori
 4) Asahi Culture Center
 5) 1974(Japan)
687 1) textiles
 2),3) Akira Hirata
 4) Sumie Textile
 5) 1973(Japan)
688 1) liquors
 3) Shin Matsunaga/Osamu
 Furuta
 4) Kirin-Seagram
 5) 1983(Japan)
689 1) pamphlet
 2) Hideo Matsuyama
 3) Masahiro Toki
 4) National Space Development
 Agency (NASDA)
 5) 1983(Japan)
690 1) automobile
 3) Shin Matsunaga/Osamu
 Furuta
 4) Autorama
 5) 1982-83(Japan)
691 1) computer
 3) Shin Matsunaga
 4) Sord
 5) 1983(Japan)
 6) red(DIC 158)
692 1) investigation
 3) Carlo Malerba
 4) Centro Ricerche Fiat Spa
 5) 1978(Italy)
693 1) furniture
 2),3) Leen Averink
 4) Artifort BV
 5) 1971(France)
 6) green → C6-10, M24
694
 3) Shin Matsunaga/Osamu
 Furuta
 4) Autorama
 5) 1982(Japan)
695 1) airline
 2) Tatsuhiro Yamamoto
 3) Minoru Haryu
 4) Japan Asia Airways
 5) 1975(Japan)
 6) C100/M80/BL70
696 1) phototypography studio
 3) Yutaka Sato
 4) Studio Alpha
 5) 1979(Japan)
697 1) supermarket
 2) Mitsuru Terajima
 3) Mitsuru Terajima/Osamu
 Omote
 4) Sansho

- 5) 1983(Japan)
- 698** 1) lithograph
- 2),3) Rey R. Dacosta
- 4) Altosca
- 5) 1981(Venezuela)
- 6) blue
- 699** 1) airline
- 2) Saul Bass
- 3) Saul Bass/Herb Yager Associates
- 4) United Airlines
- 5) 1974(USA)
- 6) black
- 700** 1) automobile
- 2) So Takano
- 3) Katsuichi Ito
- 4) Isuzu Automobile
- 5) 1982(Japan)
- 701** 1) precision plastic products(manufacture, selling)
- 2),3) Ken'ichi Hirose
- 4) Daiichi Precision Machinery Industry
- 5) 1981(Japan)
- 6) blue
- 702** 1) electric appliance
- 2),3) Hiroshi Toida
- 4) Matsunaga Workshop
- 5) 1982(Japan)
- 703** 1) display company
- 2),3) Ken'ichi Hirose
- 4) Murayama
- 5) 1982(Japan)
- 6) blue/green
- 704** 1) sheet metal
- 3) Kazuharu Fujii
- 4) Nimura Sheet Metal Industry
- 5) 1981(Japan)
- 705** 1) electronic industry
- 2),3) Ray Engle
- 4) International Electric Research Corporation
- 5) 1971(USA)
- 6) black
- 706**
- 2) Gunter Mohr
- 3) Gary Ball
- 4) Skookum, Inc.
- 5) 1972(USA)
- 6) blue
- 707** 1) duplicator
- 2),3) Yasaburo Kuwayama
- 4) Olympus Optical Industry
- 5) 1979(Japan)
- 6) blue/black/white
- 708** 1) electronics
- 2) Peter Christensen
- 3) Marc Burkhalter
- 4) Gretag Inc.'
- 5) 1982(Switzerland)
- 6) blue
- 709** 1) camera
- 2) Takeya Mitani/Yasaburo Kuwayama
- 3) Yasaburo Kuwayama/Atsushi Ichihashi
- 4) Olympus Optical Industry
- 5) 1983(Japan)
- 710** 1) department store with large scale selling of home
- 2) Ichiro Tatsumi
- 3) Takeo Sugaya
- 4) Seidensha
- 5) 1981(Japan)
- 6) dark blue(DIC 183)
- 711** 1) medicine(selling)
- 2) Joe Vera
- 3) Joe Vera/Francisco Tellez
- 4) Farmax
- 5) 1974(Mexico)
- 6) blue
- 712** 1) canning
- 2),3) Koichi Watanabe
- 4) Hotei Canning
- 5) 1982(Japan)
- 713** 1) beverage (manufacturer)
- 3) G. Edwards
- 4) Balseca
- 5) 1978(Mexico)
- 6) blue
- 714**
- 2) Alfonso Capetillo Ponce
- 3) Ricardo Salas
- 4) Tubos de Acero de Mexico
- 5) 1980(Mexico)
- 6) gray
- 715** 1) balloon lovers' society
- 2),3) Yukio Kanise
- 4) Balloon
- 5) 1978(Japan)
- 716** 1) optical industry
- 2),3) Helfried Hagenberg
- 4) NiGuRa
- 5) 1970(West Germany)
- 6) red
- 717** 1) atomic industry
- 2),3) Tokyo Shibaura Denki
- 4) Nihon Genshiryoku Jigyo Co.,Ltd.
- 5) 1977(Japan)
- 718** 1) real estate
- 3) Tsuyokatsu Kudo
- 4) Kakoh Co.,Ltd.
- 5) 1979(Japan)
- 719** 1) management consultant
- 2) Akira Hirata
- 3) Akira Hirata/Koji Mori
- 4) Nihon LCA Co.,Ltd.
- 5) 1983(Japan)
- 6) green(Pantone 354)/gray(Pantone 404)
- 720** 1) illuminator manufacturer
- 2),3) Minoru Takahashi
- 4) Ushio Spax
- 5) 1979(Japan)
- 721** 1) industrial vehicles
- 3) Paolo De Robertis/Carlo Malerba/Giorgio Tramontini
- 4) IVECO
- 5) 1979(Italy)
- 6) blue
- 722** 1) food company
- 2) John DiGianni
- 3) Gianninoto Associates, Inc.
- 4) Thomas J. Lipton, Inc.
- 5) 1983(USA)
- 6) red
- 723** 1) office machines
- 2) Itoshoji/Yoshihiro Kishimoto
- 3) Yoshihiro Kishimoto
- 4) Itoshoji
- 5) 1983(Japan)
- 6) blue/green
- 724**
- 2) Carlo Malerba
- 3) Carlo Malerba/Franco Assom
- 4) Walserel
- 5) 1980(Italy)
- 6) green
- 725** 1) bank
- 2),3) Jorge Canales
- 4) Banco Nacional Pesquero y Portuario S.A.
- 5) 1981(Mexico)
- 6) blue/green
- 726**
- 2) Monica Morales
- 3) Carmen Cordela
- 4) Plantaciones Tropicales
- 5) 1982(Mexico)
- 6) green(Pantone 363/553)
- 727** 1) exhibition
- 3) Fumio Koyoda
- 4) Osaka Graphic Association
- 5) 1983(Japan)
- 728** 1) sportswear
- 2),3) Fumio Koyoda
- 4) Kosugi Sangyo Co.,Ltd.
- 5) 1979(Japan)
- 729** 1) automobile
- 2) Isamu Abe
- 3) Shigo Yamaguchi
- 4) Nissan
- 5) 1978(Japan)
- 730** 1) automobile
- 2) Yasuo Suzuki
- 3) Shigo Yamaguchi
- 4) Toyota
- 5) 1977(Japan)
- 731** 1) leather goods
- 2),3) Kuniharu Masubuchi
- 4) Yamaura Senkaku Co.,Ltd.
- 5) 1980(Japan)
- 732** 1) printing
- 2),3) Yukihisa Takakita
- 4) Totani Insatusho
- 5) 1979(Japan)
- 733** 1) manufacturer of refrigerators
- 2),3) Walter Hergenröther
- 4) ACFIS
- 5) 1973(Italy)
- 6) blue/light turquoise
- 734** 1) manufacturer of refrigeration
- 2),3) Walter Hergenröther
- 4) NEMO Europe
- 5) 1977(Italy)
- 6) prussian blue/green turquoise
- 735** 1) studio
- 2),3) Ikko Tanaka
- 4) Studio Ebis
- 5) 1983(Japan)
- 736** 1) brand of sport shoes
- 2) Iwao Hosoya
- 3) Tadasu Fukano
- 4) Kokoku Kagakukogyo
- 5) 1977(Japan)
- 737** 1) campaign
- 2),3) Takeshi Otaka
- 4) Nissin Food Products Co.,Ltd.
- 5) 1983(Japan)
- 738** 1) restaurant
- 2),3) Minoru Takahashi
- 4) Osada Pacific
- 5) 1983(Japan)
- 739** 1) title of magazine
- 3) Shin Matusnaga/Osamu Furuta
- 4) Diamond Co.,Ltd.
- 5) 1982(Japan)
- 740** 1) graphics/products/environmental design
- 2),3) George Delany
- 4) Aalpha Communications Group
- 5) 1983(USA)
- 6) black/violet
- 741** 1) computer
- 2),3) Chermayeff & Geismar Associates
- 4) Adage, Inc.
- 5) (USA)
- 6) green
- 742** 1) business equipment
- 2),3) Chermayeff & Geismar Associates
- 4) Uarco Inc.
- 5) (USA)
- 6) black
- 743** 1) plastics manufacturer
- 2),3) Othmar Motter
- 4) ALPLA
- 5) 1982(Austria)
- 6) black/white
- 744** 1) electric shaver
- 3) Helmut Schmidt
- 4) Sanyo Electric Co.,Ltd.
- 5) 1977(Japan)
- 745** 1) bank
- 3) Wim Crouwel
- 4) Rabo Bank
- 5) 1973(Netherlands)
- 6) blue(Pantone 293C)
- 746** 1) metal industry
- 3) A.G. Schillemans
- 4) Daaldelop
- 5) 1978(Netherlands)
- 6) dark blue/light blue
- 747** 1) transport(railway)
- 2),3) Stephan Kantscheff
- 4) Bulgarian State Railway
- 5) 1972(Bulgaria)
- 748** 1) service store
- 2) Ryosuke Matsuki
- 4) Tsuruya Hyakkaten
- 5) 1980(Japan)
- 749**
- 2),3) Heinz Waibl
- 4) Skema Arredamenti
- 5) 1982(Italy)
- 750** 1) fair and store construction
- 2),3) Oanh Pham-Phu
- 4) F. Burger
- 5) 1970(West Germany)
- 6) gray silver
- 751** 1) publication
- 2),3) Shigo Yamaguchi
- 4) Swing Jorunal
- 5) 1983(Japan)
- 752** 1) pottery industry
- 2),3) Akira Hirata
- 4) Ito Yogyo Co.,Ltd.
- 5) 1970(Japan)
- 753** 1) hotel
- 3) Yukinori Yamashita
- 4) Unzen Park Hotel
- 5) 1970(Japan)
- 6) cobalt blue/scarlet
- 754**
- 2),3) Jan Hollender
- 4) Megadex
- 5) 1983(Poland)
- 755** 1) film production
- 3) Marcello d'Andrea

-) Arba Film
) 1983(Italy)
) black/white
56 1) cassette tape
),3) Yukio Kanise
) Trio
) 1979(Japan)
57 1) toilet soap
),3) Fumio Koyoda
) Max Co.,Ltd.
) 1983(Japan)
58 1) commerce and industry
),3) PVDI
) Cronus Industria e Comercio
) 1976(Brazil)
59 1) private symbol
),3) Kazuo Ono
) Yumiko Kodama
) 1982(Japan)
60 1) soldering systems
),3) H. W. Lohman
) Soltec
) 1980(Netherlands)
) PMS 326 →C107
61 1) private symbol
),3) Miloš Ćirić
) Miloš Ćirić
) 1971(Yugoslavia)
62 1) silkscreen paint
),3) Bob Swisher
) (USA)
) red
63 1) music event
) Shigo Yamaguchi
) Tapes
) 1981(Japan)
64 1) oil company
) Yoshiaki Tani
) Yoshiaki Tani/Kazuhiko
 ato/Yoshiaki Saito/Toshio
 ageta
) Dolphin Sekiyu Co.,Ltd.
) 1973(Japan)
65 1) chemical and leather industry
) Judita Skalar/Peter Skalar
) KONUS
) 1974(Yugoslavia)
) blue →C99, 100, M10
66 1) television
) Servio Salaroli
) Radio Television Italiana
) 1978(Italy)
) brown
67 1) college
),3) Henri-Paul Bronsard
) College for General and
 Professional Education of aged
) 1980(Canada)
) silver
68
),3) Stefan Tchakarov
) Verila Works
) 1981(Bulgaria)
) black/white/full color
69 1) textile
),3) Stephan Kantscheff
) Bulgarzet
) 1970(Bulgaria)
70 1) hotel
),3) Ernesto Lehfeld
) Cancun Caribe Hotel
) 1973(Mexico)
) PMS 310
71
 2),3) Angelo Sganzerla
 4) Proposte
 5) 1980(Italy)
 6) black
72 1) title of book
 2),3) Takao Yoguchi
 4) Holp Shuppan
 5) 1981(Japan)
73 1) title of magazine article
 2) Shigo Yamaguchi
 3) Hisako Nagano
 4) Swing Journal
 5) 1982(Japan)
74 1) restaurant
 2) Lew Lehrman
 3) Debbie Kossoff
 4) Inatome Steak House
 5) 1975(USA)
75 1) shopping center
 2),3) Takenobu Igarashi
 4) Parco Co.,Ltd.
 5) 1981(Japan)
76 1) shopping center
 2),3) Takenobu Igarashi
 4) Parco Co.,Ltd.
 5) 1983(Japan)
77 1) poster title
 3) Yutaka Sato
 4) Studio Typelabo
 5) 1982(Japan)
78 1) confection
 2),3) Makoto Yoshida
 4) Trebor Japan Ltd.
 5) 1978(Japan)
79 1) private symbol
 3) Miloš Ćirić
 4) Miloš Ćirić
 5) 1972(Yugoslavia)
 6) gold
80 1) private symbol
 3) Miloš Ćirić
 4) Miloš Ćirić
 5) 1971(Yugoslavia)
81 1) private symbol
 3) Milos/82 Ćirić
 4) Miloš Ćirić
 5) 1971(Yugoslavia)
82 1) theatre
 3) Miloš Ćirić
 4) Besede
 5) 1975(Yugoslavia)
 6) violet
83 1) men's clothing
 2) Shakespear Design Studio
 3) Raul Shakespear/Ronald
 Shakespear
 4) Vega
 5) 1977(Argentina)
 6) cobalt blue
84 1) tennis club
 2),3) Eita Shinohara
 4) Green Tennis Club
 5) 1973(Japan)
85 1) title of magazine article
 2),3) Shigo Yamaguchi
 4) Swing Journal Co.,Ltd.
 5) 1983(Japan)
86 1) textile firm
 2),3) Eduardo A. Cánovas
 4) Aymar S.A.
 5) 1982(Argentina)
 6) deep green
87 1) restaurant
 2),3) Jose Santamarina
 4) Ordoño II
 5) 1981(Spain)
 6) vandyke brown
88 1) national association of cinematography
 2),3) Joe Vera
 4) Camera Nacional de la Industria Cinematografica
 5) 1972(Mexico)
89 1) editorial
 3) Ricardo Blanco
 4) Editorial Americalee
 5) 1973(Argentina)
 6) green/red
90 1) mail-order business
 2),3) Koji Nagai
 4) Papillon
 5) 1982(Japan)
91 1) textile machine and tools production
 3) Stephan Kantscheff
 4) Textilno Machinostroene
 5) 1980(Bulgaria)
92 1) resort
 3) Stephan Kantscheff
 4) Golden Sand
 5) 1976(Bulgaria)
93 1) sports restaurant
 3) Miloš Ćirić
 4) Dunavski Cvet
 5) 1973(Yugoslavia)
 6) blue
94 1) wig manufacturer
 2),3) Akisato Ueda
 4) Hi-Brand
 5) 1973(Japan)
95 1) synthetic fiber
 3) Helmut Schmidt
 4) Oda Gosen-Kogyo Co.,Ltd.
 5) 1979(Japan)
96 1) graphic arts equipment distributor
 2) Alfonso capetillo Ponce
 3) Ricardo Salas
 4) Intergraphica S.A.
 5) 1980(Mexico)
 6) red
97 1) graphic arts equipment
 2) Alfonso Capetillo Ponce
 3) Ricardo Salas
 4) Eurografica
 5) 1980(Mexico)
 6) blue/gray
98 1) surface analyzing system
 2),3) Koichi Yamada
 4) Tokyo Seimitsu Co.,Ltd.
 5) 1980(Japan)
99 1) circle measuring apparatus
 2),3) Koichi Yamada
 4) Tokyo Seimitsu Co.,Ltd.
 5) 1975(Japan)
800
 2),3) Henry Steiner
 4) Deary Firm Inc.
 5) 1982(Hong Kong)
 6) red/blue
801 1) association (parachuting)
 2),3) Joe Dieter
 4) United States Sports Parachuting Association
 5) 1974(USA)
 6) white
802 1) hotel
 2),3) Henry Steiner
 4) Marco Polo Hotel(Singapore)
 5) 1970(Hong Kong)
 6) green
803 1) interior(wood craftsmen)
 2),3) Michelle Sasso
 4) Canyon Woodworks, Inc.
 5) 1983(USA)
 6) dark green
804 1) eyeglasses
 2) Iwao Miyanaga/Yasaburo Kuwayama
 3) Yasaburo Kuwayama/Muneo Mizumori
 4) Boroku Yamamoto
 5) 1975(Japan)
805 1) college
 2),3) Robert Hagenhofer
 4) Middlesex County College
 5) 1977(USA)
806 1) telecommunication equipment
 3) Stephan Kantscheff
 4) Telecom-Sofia
 5) 1982(Bulgaria)
807 1) pharmaceutical research institute
 3) Stephan Kantscheff
 4) NICHPHI
 5) 1972(Bulgaria)
808
 2),3) Takeshi Otaka
 4) French Open
 5) 1982(Japan)
809 1) publishing
 2) Moriyoshi Iijima
 3) Moriyoshi Iijima/Atsunori Yamashita
 4) Goken Co.,Ltd.
 5) 1976(Japan)
810 1) clinic
 2) Shozo Murase
 3) Jun Yoshida/Toshinori Nozaki
 4) Worker Bee
 5) 1983(Japan)
811 1) boutique
 2),3) Tetsuya Ota
 4) Atlantic
 5) 1983(Japan)
 6) gray
812 1) telephone
 2) Yasushi Sakakibara
 3) Akiko Masuzu
 4) NEC Corporation
 5) 1983(Japan)
813 • **814** 1) travel agency
 2) Takashi Muramatsu
 3) Muneo Mizumori
 4) Nisso Tourist Bureau
 5) 1982(Japan)
815 1) tennis equipment
 2),3) Kazuo Tajima
 4) Fumiya Sports
 5) 1978(Japan)
 6) green(Y100 + C80)
816 1) brand of ball-pen
 2) Tadashi Ishikawa
 3) Hideko Sakato
 4) Zaima Seisakusho
 5) 1982(Japan)
817 1) plastic industry

- 2) Joe Selame

3) Selame Design Group

4) Sterilite Plastics Inc.

5) 1970(USA)

6) black／magenta

818

2),3) Steve Shelden

4) Hubert • Saws

5) 1982(USA)

6) white／dark blue

819

2) Ricardo Salas

3) Javier De Leon

4) Tintas Sanchez, S.A.

5) 1981(Mexico)

6) gray／black

820

1) restaurant

2),3) Juan Ignacio Gomez

4) Restaurante Piscis

5) 1983(Mexico)

6) blue(Pantone 298)

821

2) C. Y. Sneider

3) Bob Schoelkopf

4) Hexcel

5) 1972(USA)

6) black

822

1) distributor of heavy equipment

2),3) Rey R. Dacosta

4) Decsa

5) 1973(Venezuela)

6) red

823

1) crane rental

2),3) Rey R. Dacosta

4) Gruas Guanipa

5) 1982(Venezuela)

6) black

824

1) food manufacturer

3) Yasumasa Oka

4) My Thatcher's

5) 1979(Japan)

6) red

825

1) fast food

3) Yasumasa Oka

4) My Thatcher's

5) 1979(Japan)

6) red

826

1) title of magazine

2) Masato Kumazawa

3) Hiroshi Iseya

4) Kyodo Tsushin Co.,Ltd.

5) 1981(Japan)

827

1) title of magazine

2),3) Yoshihiro Yoshida

4) Nihon Research Center

5) 1973(Japan)

828

1) manufacturer of car stereos

2) Tsuyoshi Fukuda

3) Shigo Yamaguchi

4) Alpine

5) 1979(Japan)

829

1) publishing

3) Miloš Ćirić

4) Danas

5) 1983(Yugoslavia)

830

1) optical apparatus

2),3) Kaoru Iida

4) Sigma

5) 1983(Japan)

831

1) boutique

2) Yasaburo Kuwayama

3) Takero Shiodera

4) Square
- 5) 1983(Japan)

832

1) manufacturer of medical instruments

2),3) Masaaki Fukuda

4) Tanaka Sangyo Co.,Ltd.

5) 1980(Japan)

833

1) manufacturer of analyzing apparatus and vacuum apparatus

2) Koichi Mizuno

3) Masatoshi Iwamoto

4) Nichiden Anelva Corporation

5) 1978(Japan)

6) green

834

1) copiers

3) Tsuneo Shimada

4) NEC Corporation

5) 1978(Japan)

835

1) sportswear

2) Kenji Shigematsu

3) Yoko Satomi

4) Shimoguchi

5) 1983(Japan)

6) blue

836

1) audio apparatus

2) Shigeru Shimooka

3) Toyohiko Sugimoto

4) Nihon Marantz, Inc.

5) 1983(Japan)

837

2),3) Ken'ichi Hirose

4) Sundelta, Inc.

5) 1981(Japan)

838

1) photo film

3) Shin Matsunaga／Osamu Furuta

4) Konishi Roku Shashin -kogyo

5) 1983(Japan)

839

1) commercial firm

2) Tadashi Ishikawa

3) Hideko Sakato

4) Rising Sun

5) 1978(Japan)

840

1) paper manufacturing company

2),3) Madeleine Bujatti

4) Leykam

5) 1982(Austria)

6) black／blue

841

1) dairy products

2),3) Tadasu Fukano

4) Morinaga Nyugyo

5) 1981(Japan)

842

1) shop

2),3) Yusaku Kamekura

4) Livina Yamagiwa

5) 1983(Japan)

6) blue／blue green／yellow／light brown

843

1) supermarket

2) Yasaburo Kuwayama

3) Hiroshi Iseya

4) Super Shimaya

5) 1976(Japan)

844

2),3) Tadasu Fukano

4) Nihon Kokan

5) 1974(Japan)

845

1) furniture

2),3) Tadasu Fukano

4) Linear Japan

5) 1974(Japan)

846

2),3) Milton Glaser
- 4) Grand Union Company

5) 1979(USA)

6) black／red

847

2),3) Angelo Sganzerla

4) Laurens-Milano

5) 1982(Italy)

6) black

848

1) highway construction company

2),3) Nicolay Pecareff

4) Ingstroi

5) 1982(Bulgaria)

6) black／yellow

849

3) Velizar Petrov

4) Plant Madara

5) 1970(Bulgaria)

6) red

850

1) trading

2) Felix Beltran

3) Monica Reyes

4) Interexport, S.A.

5) 1983(Mexico)

6) brown

851

1) color television

2) Shn'ichi Horiuchi

3) Yuji Baba

4) NEC Home Electronics

5) 1983(Japan)

852

2) Felix Beltran

3) Teresa Echarte

4) Mecanoflex

5) 1983(Mexico)

6) deep gray

853

1) laser disc system

2) Hiroshi Fujiwara

3) Kazunari Nishida

4) Pioneer Electronic Corporation

5) 1981(Japan)

854

1) hotel

2) Carmen Cordela

3) Juan Ignacio Gomez

4) Promotera Hotelera Misi6n

5) 1982(Mexico)

6) brown(Pantone 154)

855

1) cosmetics

2),3) Shigeo Katsuoka

4) Doctor Sakurai Keshohin Co.

5) 1982(Japan)

856

1) electrical promotion

2),3) Tokyo Shibaura Denki

4) Tokyo Shibaura Denki

5) 1983(Japan)

6) red／black

857

2),3) Silvio Coppola

4) Cilsa

5) 1968(Italy)

858

1) French restaurant

2),3) Takenobu Igarashi

4) Restaurant Escargot

5) 1972(Japan)

859

1) television production company

2),3) Eita Shinohara

4) JASC Inc.

5) 1976(Japan)

860

1) boutique

2),3) Takenobu Igarashi

4) Boutique la Ronde

5) 1974(Japan)

861

1) adhesive
- 3) Yutaka Sato

4) Fukushin Shoji

5) 1980(Japan)

862

1) clothing manufacturer

3) Stephan Kantscheff

4) Denitza Haskobo

5) 1982(Bulgaria)

863

1) planning magazine

2),3) Takeo Nakahara

4) Matsushita Electric Co.,Ltd.

5) 1983(Japan)

864

1) association(advertising)

2),3) Tadasu Fukano

4) Organization of Ad-creative Corporations

5) 1974(Japan)

865

1) fashion(Grace Group)

2) Koichi Nakai

3) Ichiro Nakai／Tetsuo Hiro／Tetsuo Togasawa

4) Grace

5) 1982(Japan)

6) wine color

866

1) window cleaners

2),3) Harumasa Misaki

4) Tokyo BM Tops Co.,Ltd.

5) 1980(Japan)

867

1) car dealer

2) Osamu Kayaba

3) Kenji Yamashita

4) Toyota Motor

5) 1980(Japan)

6) red／dark blue

868

1) clothing

2),3) Shuji Torigoe

4) Tokyu Store

5) 1970(Japan)

869

1) shoe manufacturer

2) Nobuyoshi Nakanishi

3) Yoshio Hirano

4) Achilles Corporation Inc.

5) 1980(Japan)

6) pastel color／black

870

1) title of magazine

3) Shin Matsunaga

4) Shueisha

5) 1982(Japan)

871

1) lighting

2),3) Minoru Takahashi

4) Ushio Denki

5) 1978(Japan)

872

1) travel agency

2),3) Tadasu Fukano

4) Nissan Air Service Co.,Ltd.

5) 1981(Japan)

873

1) sport(golf course)

2) Yasaburo Kuwayama

3) Minoru Kamono

4) Togoku-sogyo

5) 1976(Japan)

874

1) association(finish work)

2) Yasaburo Kuwayama

3) Yasaburo Kuwayama／Muneo Mizumori

4) Nihon Finish Work Kyokai

5) 1976(Japan)

875

1) foods producer

2) Gary Ball

3) Dave Baca

4) Pik • Nik Foods, Inc.

5) 1978(USA)

6) black

876

1) travel agency

3) Yasunori Satake

4) Shikoku Travel Service, Inc.

-) 1975(Japan)
77 1) manufacturer of racing cars
) Sogen Onishi
) Masaki Ikeda
) West Racing Cars Co.,Ltd.
) 1983(Japan)
78 1) product manufacturer
),3) Takeshi Otaka
) Showa Marutsutsu Co.,Ltd.
) 1979(Japan)
79),3) Chermayeff & Geismar Associates
) Best Products Company, Inc.
) (USA)
) red →M23
80 1) boutique
) Gai Muranaka
) Koji Takahashi
) Galileo Galilei
) 1983(Japan)
81 1) real estate(rental)
),3) Moriyoshi Iijima
) Howa Co.,Ltd.
) 1982(Japan)
82 1) clothing
) Katsuhiko Harada
) Kazutoshi Uemoto
) Lowlance International Japan, Inc.
) 1980(Japan)
83 1) literary group
),3) Jorge Sposari
) El Ladrillo
) 1974(Argentina)
84 1) publishing
) Shin Matsunaga
) Kodansha
) 1982(Japan)
85 1) title of exhibition
) Kuniharu Masubuchi
) Hiroshi Iseya
) Mikimoto Co.,Ltd.
) 1983(Japan)
86 1) metal industry
),3) Giovanni Brunazzi
) Gruppo Bodino
) 1979(Italy)
87 1) classical record store
) Harry Murphy
) Harry Murphy/Stanton Klose
) Satisfied Ear Records
) 1978(USA)
) black/white
88) Stankowski & Duschek
) Karl Duschek
) Zehnder Radiatoren
) 1979(West Germany)
89 1) visual poem
) Ikuo Mori
) Ikuo Mori
) 1980(Japan)
90 1) visual poem
) Ikuo Mori
) Ikuo Mori
) 1980(Japan)
91 1) instant oriental food
) Robert P. Gersin
) Ramela Virgilio/Georgina Leaf
) Myojo Foods Company, Ltd.
- 5) 1979(USA)
 6) various colors
892 1) real estate
 2),3) Harry Murphy
 4) The Summit
 5) 1976(USA)
 6) black/white
893 1) printing
 2) Carmen Cordera
 3) Leticia Fierro
 4) Cuadrifolio S.A.
 5) 1981(Mexico)
 6) yellow/black
894 1) trade education
 2),3) Robert Hagenhofer
 4) Middlesex County College
 5) 1983(USA)
 6) black
895 1) sign language organization
 2),3) David Leigh
 4) National Interpreter Training Consortium
 5) 1975(USA)
 6) green
896 1) book shop
 2),3) Giovanni Brunazzi
 4) Ubreria A-Zeta
 5) 1971(Italy)
897 1) leather(manufacturer)
 2) Joe Selame
 3) Selame Design Group
 4) Bostonian Shoe Co.
 5) 1977(USA)
 6) brown/gold
898 1) home builder and land developer
 2),3) David Bullock
 4) Don Sharp, Developer
 5) 1979(USA)
 6) yellow/orange/brown/green
899 1) clothing store
 2),3) Harry Murphy
 4) Brands
 5) 1975(USA)
 6) black/white
900 1) electronic speedmeter for bicycles
 3) A. G. Schillemans
 4) Iku
 5) 1982(Netherlands)
 6) orange
901 1) food company
 2),3) Robert P. Gersin
 4) O'Kray
 5) 1974(USA)
 6) various colors
902 1) textile company
 2),3) Pietro Galli
 4) Texitaly-Treviso
 5) 1970(Italy)
 6) black/red
903 1) cable movie company
 2) Aubrey Balkind
 3) Dung Nguyer
 4) Home Box Office, Inc.
 5) 1983(USA)
 6) gray/red
904 1) audio fair
 2),3) Tetsuya Ota
 4) Nihon Audio Kyokai
 5) 1982(Japan)
 6) gold/red
905 1) optical company
- 2),3) Ray Engle
 4) Superior Optical Company
 5) 1972(USA)
 6) black/white/orange/yellow/red
906 1) electronics industry
 2),3) Michael Baviera
 4) Baumann Koelliker AG
 5) 1980(Switzerland)
907 1) men's fashion
 2) Shunji Niinomi
 3) Tetsuharu Mabuchi
 4) Polfin Co.,Ltd.
 5) 1975(Japan)
908 1) producer of lubricant
 2),3) Fernando Medina
 4) Ertoil
 5) 1982(Spain)
 6) blue/yellow
909 1) oil company
 2),3) Santos Paniagua
 4) Prairie Oil Company
 5) 1978(USA)
 6) brown/gold/white
910 1) escape equipment
 2) Masatoshi Shimokawa
 3) Masatoshi Shimokawa/Gen Ono
 4) Naka Industries, Ltd.
 5) 1980(Japan)
911 1) clothing
 2),3) Yukio Kanise
 4) Parisian
 5) 1978(Japan)
912 1) shipping company
 2) Armando Milani/Maurizio Milani
 3) Maurizio Milani
 4) Boxline S.A.
 5) 1978(Italy)
913 1) business hotel
 2),3) Yasuhisa Iguchi
 4) Kowa
 5) 1982(Japan)
914 1) gift store
 2),3) Maria Mazzara
 4) Sandpebbles Gift Store
 5) 1972(USA)
 6) brown/tan
915 1) package of towel
 2),3) Masahiro Abe
 4) Hagihara Co.,Ltd.
 5) 1977(Japan)
916 1) paper products(manufacturer)
 2),3) Saul Bass
 4) Dixie Paper Products
 5) 1970(USA)
917 1) fashion designer
 2),3) Minoru Takahashi
 4) Kindwear
 5) 1981(Japan)
918 1) natural health food
 2),3) Keizo Shiratani
 4) Sakamoto Kanpo Seiyaku Co.,Ltd./Live Think Co.,Ltd.
 5) 1983(Japan)
919 1) coffee wholesaler
 2),3) Othmar Motter
 4) ADEG
 5) 1970(Austria)
 6) black/white
920 1) car service
 2),3) Hiroyuki Ueno
 4) Daini
- 5) 1979(Japan)
 6) black or blue
921 2),3) Armin Vogt
 4) Cilag AG
 5) 1982(Switzerland)
 6) blue(Pantone process)/red(Pantone warm)
922 1) interior(furniture)
 2),3) Giancarlo Iliprandi
 4) Vog Casa
 5) 1981(Italy)
 6) silver
923 1) communication service company
 2),3) Kazuo Ono
 4) With Co.,Ltd.
 5) 1983(Japan)
 6) navy blue
924 1) social task force of the Catholic church
 2),3) Hans E. Scheur
 4) Kirchliche Sozialstation
 5) 1983(West Germany)
 6) red/black
925 1) bakery packaging line
 2) Joe Selame
 3) Selame Design Group
 4) Grand Union Stores
 5) 1973(USA)
 6) brown/orange
926 1) soft drinks
 2),3) Keizo Shiratani
 4) KCB foods Service Co.,Ltd.
 5) 1983(Japan)
 6) Pantone rodamin red/Pantone green/process blue
927 2),3) Victor Dicristo
 4) Tops & Bottoms
 5) 1980(USA)
 6) brown/red
928 1) office equipment
 2),3) Chermayeff & Geismar Associates
 4) Dictaphone Corporation
 5) (USA)
 6) black
929 1) textile goods package
 2),3) Masahiro Abe
 4) Shinko Sangyo Co.,Ltd.
 5) 1979(Japan)
930 1) aeronautics
 3) Carlo Malerba
 4) Fiat Aviazione spa
 5) 1978(Italy)
931 1) road transport company
 3) Kenneth Hollick
 4) Gaffers Transport Limited
 5) 1980(England)
 6) blue
932 1) hospital
 2),3) Joe Dieter
 4) Dept. of Laboratory Medicine Johns Hopkins Hospital
 5) 1977(USA)
 6) navy blue
933 1) sport(skydivers club)
 2),3) Joe Dieter
 4) Baltimore Skydivers Club
 5) 1976(USA)
 6) black/red/white/blue
934 2),3) Robert Hagenhofer

4) Victory Van Lines Inc.
5) (USA)
935 1) publisher
3) Adrian Frutiger
4) Hallwag
5) 1979(France)
6) black
936 1) publisher
2),3) Jorge Sposari
4) Editorial America Norildis Editores S.A.
5) 1975(Argentina)
937 1) resort wear
2) Yoriya Ueda
3) Kunihiro Adachi
4) Seibu Dept. Stores
5) 1983(Japan)
938 1) candle shop
2),3) Harry Murphy
4) Candles To Burn
5) 1969(USA)
6) black/white
939 1) lounge
2),3) Tadasu Fukano
4) Naeba Prince Hotel
5) 1973(Japan)
940 1) rivet manufacturer
2),3) Manfred Korten
4) König Nietefabrik
5) 1977(West Germany)
6) black
941 1) interior planner
2),3) Georg Staehelin
4) WB Projekt AG
5) 1981(Switzerland)
6) black/red
942 1) corn refinery
2),3) Eduardo A. Canovas
4) Kero Refinerias de Maiz
5) 1983(Argentina)
6) deep red
943 1) perimeter weighting system for tennis rackets
2),3) Osamu Furumura
4) Sony Wilson
5) 1982(Japan)
944 1) computer search
2),3) David Lock
4) Computer Search
5) 1988(England)
6) black/red/yellow
945 1) industry
3) Yoshimitsu Kato
4) Iccho Kogyo Co.,Ltd.
5) 1982(Japan)
946 1) real estate development
2) João Carlos Cauduro/Ludovico Antonio Martino
4) BFBA
5) 1981(Brazil)
947 1) computer communications
2) Gottschalk & Ash International
3) Peter Adam/Stuart Ash
4) Communications Seminar
5) 1977(Canada)
948 1) publisher
2),3) Jorge Sposari
4) Editorial ANESA
5) 1974(Argentina)
949 1) engines
2) Yuji Kano
3) Shigo Yamaguchi

4) Toyota
5) 1981(Japan)
950 1) wine restaurant
2) Takenobnu Igarashi
3) Yukimi Sasago/Takenobu Igarashi
4) Restaurant Riposate
5) 1983(Japan)
951 1) dance studio
2) Peter Steiner
3) Michael Friedland
4) Focus Jazz
5) 1983(Canada)
6) blue
952 1) watches
2) Noboru Abe/Tetsuo Sato
3) Toshiyasu Nanbu
4) Matsushita Electric Works, Ltd.
5) 1981(Japan)
953 1) title of magazine
2) Konzo Nakagawa
3) Satoshi Morikami
4) Shin Kyoto Shinpan
5) 1983(Japan)
954 1) travel agency
3) Florent Garnier
4) Office de Tourisme de Lyon
5) 1983(France)
6) black/blue/white/red
955 1) confectionery
3) Helmut Schmidt
4) Ruban D'or
5) 1981(Japan)
6) DIC 554 →C24・25, M26-29
956 1) construction consulting engineers
2),3) Stein Davidsen
4) Elliot Stromme
5) 1975(Norway)
6) blue
957 1) institute
3) Jan Hollender
4) Institute of Home Market and Consumption
5) 1984(Poland)
958 2),3) Hans Kündig
4) Spar Vatten & Energi AB
5) 1983(Sweden)
6) black/red/blue
959 1) department store
2) Shunji Niinomi
3) Tetsuharu Mabuchi
4) Sunseven
5) 1976(Japan)
960 1) campaign(furniture)
2) Shigeo Ohashi
3) Takao Sasaki
4) Osawa & Co.,Ltd.
5) 1982(Japan)
961 1) pets(accessories)
2) Richard Wittosch
3) Richard Wittosch/Nicholas Sinadinos
4) Noah's Ark Pet Centers
5) 1976(USA)
6) brown
962 1) anniversary
2),3) Dieter Urban
4) 2000 Jahre Stadt Augsburg
5) 1983(Belgium)
963 1) micro-cassette recorder
2) Masami Akimoto/Zenjiro Kurihara

3) Ikuo Masubuchi
4) Olympus
5) 1982(Japan)
964 1) publication
2),3) Shigo Yamaguchi
4) Swing Journal
5) 1983(Japan)
965 1) transportation
2),3) Walter Hergenröther
4) Trans Inter Continental Service
5) 1975(Italy)
6) light green/dark green
966 1) oil hot-water heater
2),3) Yoshihiko Kurobe
4) Ina Seito Co.,Ltd.
5) 1982(Japan)
967 1) T.V. sign(science technical progress)
3) Nikola Nikolov
4) Bulgarian T.V.
5) 1976(Bulgaria)
6) black/white
968 1) interior(decorative papers)
2),3) Guillermo Gonzalez Ruiz
4) Vinilia
5) 1979(Argentina)
969 2),3) Bill Wood
4) Hallmark, Inc.
5) 1980(USA)
6) redish purple/black
970 1) title of book
2),3) Hiroshi Toida
4) Geibunsha
5) 1980(Japan)
971 1) sport(children's alpine skiing program)
2),3) Scott Engen
4) Solitude Ski Team
5) 1983(USA)
6) black/red(PMS 032)
972 1) confection
2),3) Gustavo Gomez -Casallas/Rodrigo Fernandez
4) Ropita
5) 1979(colombia)
6) red/orange
973 1) unit furniture sale
2),3) Yoriya Ueda
4) Seibu Department Store
5) 1980(Japan)
974 1) auto parts (manufacturer)
2) Yuji Sato
3) Takaaki Yoshinobu
4) Rimo
5) 1982(Japan)
975 1) canned fruit products
2) Fernando Rion
3) Fernando Rion/Aljandro Raygados
4) Super Marcas
5) 1974(Mexico)
6) white/orange/yellow/warm red
976 2),3) Carlos Roland
4) E. Romero Giron
5) 1979(Spain)
6) white/black
977 1) title of a magazine article
3) Shigo Yamaguchi
4) Swing Journal Co.,Ltd.

5) 1981(Japan)
978 1) theater
2),3) Carlos Roland
4) Teatro Estable Castelland
5) 1974(Spain)
6) black/white
979 1) beach club(Acapulco)
2) Joe Vera
3) Francisco Tellez/Joe Vera
4) Ramada Inn
5) 1977(Mexico)
6) orange
980 1) farm
2),3) Terry Lesniewicz/Al Navarre
4) Fantasy Hill Farms Limited
5) 1983(USA)
981 1) clothing(women's underwear)
2) Jiro Sawada
4) Wacoal
5) 1979(Japan)
982 1) blood donor center
2),3) Scott Engen
4) Metropolitan Blood Center
5) 1979(USA)
6) black/red(PMS 032)
983 1) records
2),3) Terry Lesniewicz/Al Navarre
4) Boogie Records
5) 1977(USA)
984 1) sport
3) Ivan Dvoršak
4) Combine "Sport" Beograd
5) 1983(Yugoslavia)
6) blue
985 2),3) Ricardo Rey
4) Conzanez Padin Inc.
5) 1974(Puerto Rico)
6) full color
986 2),3) Ricardo Rey
4) Turi-Club, Inc.
5) 1976(Puerto Rico)
6) full color
987 1) cycling
2),3) Greg Siple
4) Scioto River Valley Bicycle Tour
5) 1977(USA)
6) black
988 1) sport shop
2),3) Gustavo Gomez -Casallas/Rodrigo Fernandez
4) Casa Olimpica
5) 1979(Colombia)
6) orange
989 1) TV film company
2),3) Carlos Rolando
4) Group Films International
5) 1976(Spain)
6) black/white
990 1) title of a section in a publication
2) Carlos Rolando
3) Jose Carlos Rodriguez
4) Sal Comun(Rock Magazine)
5) 1978(Spain)
6) black/white
991 1) magazine
3) Paul Ibou
4) Vorm in Vlaanderen
5) 1982(Belgium)
992 1) cable television

),3) Leif F. Anisdahl
1) A • S Telesystemar
2) 1983(Norway)
3) red/blue
1993 1) title of a section in a publication
2) Carlos Rolando
3) Jose Carlos Rodriguez
4) Sal Comun(Rock Magazine)
5) 1978(Spain)
6) black/white
1994 1) opera
2),3) George Tscherny
3) Light Opera of Manhattan
4) 1981(USA)
5) purple/red/orange/redish purple
1995 1) title of a bulletin article
2) Jin Sato
3) Kenzo Nakagawa/Yasuhiro Nobuyama
4) AD-Papaer
5) 1983(Japan)
1996 1) conference symbol
2) Ichiro Okada
3) Koichi Watanabe
4) Lion Corporation
5) 1982(Japan)
1997 1) learning aid
2) Robert P. Gersin
3) Abner Gutierrez
4) Texas Instruments
5) 1981(USA)
6) yellow/blue/red
1998 1) junk dealer
2),3) Lanny Sommese
4) Joe Junk
5) 1982(USA)
6) black/white
1999
2) Chris Zoulamis
3) Mike Quon
4) The Great Fox
5) 1978(USA)
6) black/white
1000 1) apothecary
2),3) Oanh Pham-Phu
4) Löwen Apotheke
5) 1970(West Germany)
6) bluish gray
1001
2) Gil. L. Strunck
3) Nato Gomes
4) Camajo
5) 1983(Brazil)
6) brown
1002 1) association
2),3) PVDI
4) Associação Brasileila de Santa Gertrudis
5) 1977(Brazil)
1003 1) snacks and candies
2) Fernand Rion
3) Emilio Breton
4) Serer, S.A.
5) 1983(Mexico)
6) brown/orange
1004 1) travel campaign
2) Toshio Hiragai
3) Katsuichi Ito
4) Sight-Seeing Board of Australian Government
5) 1982(Japan)
1005 1) fur
2) Koichi Nakai

3) Ichiro Nakai/Tetsuo Hiro/Tetsuo Togasawa
4) Grace
5) 1982(Japan)
6) wine color
1006 1) club
2),3) Teruo Fujishige
4) Megitsune
5) 1973(Japan)
1007 1) private symbol
3) Miroš Ćirić
4) Miroš Ćirić
5) 1982(Yugoslavia)
1008 1) underground culture guide
2),3) Carlos Rolando
4) Under Guia
5) 1976(Spain)
6) black/white
1009 1) alphabet for kids
2),3) Ernesto Lehfeld
4) Ernesto Lehfeld
5) 1975(Mexico)
1010
2),3) David Gibbs
4) Eagle Brands, Inc.
5) 1983(USA)
6) brown
1011
2) Gil. L. Strunck
3) Nato Gomez/Daisy Schimit
4) Planatec
5) 1982(Brazil)
6) black/blue
1012
2) Bryan Fisher
3) Bill Wood
4) Newark
5) 1977(USA)
6) green
1013 1) exhibition
2),3) Katsuichi Ito
4) Tokyo Designers Space
5) 1981(Japan)
1014 1) car club
2),3) Shigeo Katsuoka
4) MG Car Club Japan
5) 1981(Japan)
6) dark blue(DIC 185)
1015 1) Christmas card
3) Kenzo Nakagawa/Hiroyasu Nobuyama
4) Suntory
5) 1979(Japan)
1016 1) dolphin show
2),3) Kimito Ohashira
4) Nankai Railway
5) 1981(Japan)
6) cobalt blue/cerulean blue
1017 1) seafood commodity trading
2) Calvin Woo
3) Calvin Woo/Mike Whalen
4) Crest International
5) 1979(USA)
1018 1) textile
2),3) Alfonso Capetillo Ponce
4) Formfit
5) 1979(Mexico)
6) blue
1019
2) Jerry L. Martin
3) Brian D. Tesch
4) Mary Jane Co.
5) 1972(USA)

6) black/pink
1020 1) restaurant
2) Lew Lehrman
3) Lillian Darden
4) Baltimore Hilton Hotel
5) 1981(USA)
1021 1) stylist company
2),3) Harumasa Misaki
4) Stylist Rep. Co.,Ltd.
5) 1974(Japan)
1022 1) magazine
2),3) Shigo Yamaguchi
4) Swing Journal Co.,Ltd.
5) 1975(Japan)
1023 1) supermarket
2),3) Yoshihiro Yoshida
4) Osawa
5) 1981(Japan)
1024
2),3) Philip J. Turner
4) Government of Nepal
5) 1983(England)
6) black/light ocher/green/red
1025 1) food company
2) Gary Ball
3) Mariko Aida
4) California Almond Growers
5) 1977(USA)
6) gold
1026 1) surplus food program
2),3) Harry Murphy
4) The Food Bank
5) 1976(USA)
6) black/green/red
1027 1) fruit parlour
2),3) Shigeji Kobayashi
4) Mine
5) 1973(Japan)
1028 1) confectionery
2),3) Hidemichi Yamao
4) Koshiji Confectionery
5) 1983(Japan)
1029 1) event
2) Masakazu Tanabe
3) Mizuya Kuriyama
4) Crystal Palace
5) 1982(Japan)
1030 1) pickles
3) Kazuharu Fujii
4) Yamaki Ikai Shigeru Shoten
5) 1982(Japan)
1031
2) Gil L. Strunck
3) Nato Gomes
4) Beverly Hills
5) 1982(Brazil)
6) green
1032
2),3) Helmut M. Schmidt-Siegel
4) Warner Comp.
5) 1973(West Germany)
6) turquoise
1033 1) florist
2),3) Stephan Kantscheff
4) Bulgarzuet Sofia
5) 1970(Bulgaria)
1034 1) cookery
2),3) Milton Glaser
4) Jennie's Cookery,The George Lang Corp.
5) 1979(USA)
6) black/red/yellow/green
1035 1) office coffee service

2),3) Katsuichi Ito
4) Daiohs Co.,Ltd.
5) 1983(Japan)
6) DIC 310
1036 1) synthetic fiber
2),3) Claudio Doveri
4) Snia Fibre
5) 1983(Italy)
1037
2),3) Chermayeff & Geismar Associates
4) United States Environmental Protection Agency
5) (USA)
6) green
1038 1) chocolates and cookies
2) Nobuyoshi Nakanishi
3) Fumiyo Nakayama
4) Schönbrunn
5) 1983(Japan)
6) gray/salmon pink
1039 1) household utensils
2),3) Minato Ishikawa
4) Farmer's Table
5) 1983(Japan)
6) mossgreen
1040 1) fruit juice company
2),3) Eduardo A. Canovas
4) Sava S.A.I.C.
5) 1981(Argentina)
6) green
1041 1) watch • poster • signboard
2) Akira Chiyoda
3) Masahiko Nomura
4) K. F. Japan Co.,Ltd.
5) 1983(Japan)
1042 1) Saipan Island development
2) Yoshiari Hirano
3) Atsuo Minato
4) Suntown Development Co.,Ltd.
5) 1982(Japan)
6) black
1043 1) association of travel agents
2),3) Stan Krol
4) Association of British Travel Agents
5) 1975(England)
6) black
1044
2) Jagdish Chavda
3) Rola Lieu
4) Gla Picks
5) (USA)
1045 1) hotel,restaurant
3) Unger Erich
4) Haueis Hermes
5) 1981(West Germany)
6) green
1046 1) afforestation
2) Kageyoshi Morishita
3) Kimio Oike
4) Nihon Green Business Co.,Ltd.
5) 1975(Japan)
1047 1) manufacturer of garden tools
2) Ove Engström
3) Kurt Karlsson
4) Norbergs
5) 1980(Sweden)
6) brown/green
1048
2),3) Hans Kündig

4) Avanova International Ltd.
5) 1983(Sweden)
6) black
1049 1) congress(political party)
3) Stephan Kantscheff
4) 12th Congress of the Bulgarian Communist Party
5) 1980(Bulgaria)
1050 1) works company
3) A.G. Schillemans
4) M24 Dag & Nacht Service
5) 1978(Netherlands)
6) blue/purple/warm red
1051 1) auto parts(repair and sale)
3) Ken Design
4) Tanimura Jidosha
5) 1983(Japan)
1052 1) instrumental works
3) Stephan Kantscheff
4) Zinor
5) 1981(Bulgaria)
1053 1) beauty salon
2) Great Expectations Inc./N.Y.
3) Eishi Yamaguchi
4) Cut & Curl Japan
5) 1979(Japan)
1054 1) food store
2),3) Yoriya Ueda
4) Seibu Department Stores
5) 1976(Japan)
1055 1) kitchen utensils
2),3) Teruo Fujishige
4) Komeda Firm
5) 1981(Japan)
1056 1) cafe
2),3) Shunji Niinomi
4) Eau-De-Vie
5) 1982(Japan)
1057 1) Asian food service
2),3) Oanh Pham-Phu
4) Le Viet Sung
5) 1983(West Germany)
6) black/green
1058 1) restaurant
2),3) Erich Unger
4) 1973(West Germany)
5) black
1059 1) family restaurant
2),3) Hidemichi Yamao
4) Tokyo Flight Kitchen Co.,Ltd.
5) 1983(Japan)
6) DIC 565
1060 1) sporting goods
2),3) John M. Alexander
4) Mission Custom Golf Clubs
5) 1975(USA)
6) black
1061 1) cultural exhibition
2) T. A. Lewandowski
3) Jean Larcher
4) Banque d'Images
5) 1982(France)
6) black/white
1062 1) jeweler(campaign)
2) Kuniharu Masubuchi
3) Emiko Tachiyama/Hiroshi Iseya
4) Mikimoto Co.,Ltd.
5) 1982(Japan)
1063 1) woman's dress maker
2),3) Shunji Niinomi
4) Act-1
5) 1977(Japan)

1064 1) oil company
2),3) Walter Hergenröther
4) Petron Oil SpA
5) 1977(Italy)
6) blue/orange
1065
2),3) Terry Lesniewicz/Al Navarre
4) RPOD
5) 1983(USA)
1066 1) electric works company
2),3) Masahiro Abe
4) Daiwa Electric Work Co.,Ltd.
5) 1981(Japan)
6) DIC 162
1067 1) Irish linen maker
3) Richard Eckersley
4) John England Ltd.
5) 1979(Ireland)
6) white/brown
1068 1) motion picture (television)
2),3) Philip Gips/Diana Graham
4) National Captioning, Ltd.
5) 1979(USA)
6) black
1069 1) campaign
3) Kazunari Nishida
4) Shizuoka Railroad Co.,Ltd.
5) 1978(Japan)
1070 1) newsletter masthead
2),3) Bruce D. Zahor
4) The Art Director's Club of New York
5) 1980(USA)
6) black/white
1071 1) electric works company
2) Norihiko Watanabe
3) Mariko Ozawa
4) Ono Denki Sangyo Co.,Ltd.
5) 1981(Japan)
1072 1) monocycle
2),3) Sogen Onishi
4) Kuwabara Cars Co.,Ltd.
5) 1981(Japan)
6) black/yellow
1073 1) sports club(tennis)
2),3) Harry Murphy
4) Money Tennis
5) 1975(USA)
6) green
1074 1) tennis group
2),3) Yasaburo Kuwayama
4) Tennis Group Canardeaux
5) 1976(Japan)
6) white/gold
1075 1) tennis school
2),3) Shigeo Katsuoka
4) Sekimoto • Kawada Tennis School
5) 1981(Japan)
6) light green(DIC 173)
1076 1) title of a magazine article
2) Isao Kusumi
3) Kenzo Nakagawa
4) Good Days
5) (Japan)
1077 1) travel campaign
2) Iwao Miyanaga
3) Yasaburo Kuwayama
4) Seibu Travel

5) 1974(Japan)
1078 1) marine museum
2),3) Ricardo Rey
4) Museo del Mar Inc.
5) 1975(Puerto Rico)
6) ultramarine blue
1079 1) soft drinks
2) Takashi Fujita
3) Yoshio Kato
4) Suntory Ltd.
5) 1982(Japan)
1080 1) railroad service for skiers
2),3) David Leigh
4) Ski Train
5) 1972(USA)
6) dark blue
1081 1) golf accessories
2),3) Yoshihiro Yoshida
4) Irebun Shuppan
5) 1973(Japan)
1082 1) bowling alley
2),3) Ernesto Lehfeld
4) Bol Sanangel Bowling Alley
5) 1971(Mexico)
6) warm red
1083 1) shoe repair
2) Joe Selame
3) Selame Design Group
4) Fix'm Shoe Centers
5) 1980(USA)
6) red/brown
1084 1) photo studio
2) Hideki Aoki
3) Isao Ecchuya
4) Ad Angle
5) 1982(Japan)
1085 1) shoes
2),3) John S.Brown
4) Industrial Safety Equipment Co.
5) 1970(Canada)
6) green/blue
1086
2),3) Fernando Medina
4) Zapatonian
5) 1978(Spain)
6) yellow/green/blue
1087 1) T-shirt store
2),3) Harry Murphy
4) Shirtique
5) 1977(USA)
6) black/white
1088 1) photo studio
2),3) Katsuichi Ito
4) Mitani Studio
5) 1980(Japan)
1089 1) accessories shop
3) Kazuo Kanai
4) Voie
5) 1976(Japan)
1090 1) article in a public relations magazine
2),3) Yasaburo Kuwayama
4) Asahi Culture Center
5) 1975(Japan)
1091 1) textiles
2),3) Jorge Canales
4) Tercet de Mexico, S.A.
5) 1982(Mexico)
6) dark blue/gold
1092 1) association(rocketeers)
2),3) John D. Stewart
4) Paisley Rocketeers' Society
5) 1980(England)
6) blue
1093 1) camper body builder

2),3) Giovanni Brunazzi
4) Almo
5) 1976(Italy)
1094
2),3) Jagdish Chavda
4) Gla Picks
5) 1978(USA)
1095 1) discoteque
2),3) Tadasu Fukano
4) Shimoda Prince Hotel
5) 1973(Japan)
1096
3) Florent Garnier
4) Fondation Mérieux
5) 1983(France)
6) blue/white/red
1097 1) sport(club)
2),3) Bruce D. Zahor
4) Grand Central Racketball Club
5) 1982(USA)
6) green/brown/white
1098 1) movie title
2) Katsumi Yutani
3) Shigo Yamaguchi
4) Toho-Towa
5) 1980(Japan)
1099 1) land developer
2),3) Silvio Gayton
4) Resnick-Dunaevsky Land Developers
5) 1982(USA)
6) brown
1100 1) title of public relations bulletin
2) Ken'ichi Sakurai
3) Hideko Sakado
4) Shell Oil Co.
5) 1980(Japan)
1101 1) article in a public relations bulletin
2) Kuniharu Masubuchi
3) Hiroshi Iseya
4) Mikimoto Co.,Ltd.
5) 1981(Japan)
1102 1) pub restaurant
2),3) Kunihiko Ishikawa
4) American House
5) 1982(Japan)
6) C100 + M70
1103 1) restaurant
2) Lew Lehrman
3) Robin Smith
4) Star Indian Restaurant
5) 1976(USA)
1104 1) trade
3) Guido Redaelli
4) Socinter
5) 1978(Italy)
6) blue
1105 1) trade
2) João Carlos Cauduro/Ludovico Antonio Martino
4) Cicatrade
5) 1982(Brazil)
1106 1) publisher
2) Vera Salamounová
3) Jiri Rathousky
4) Panorama
5) 1977(Czechoslovakia)
1107 1) film studio
3) Stephan Kantscheff
4) Inter Film
5) 1974(Bulgaria)
1108 1) film production

214

- 2),3) Carlos Rolando
- 4) Group Films
- 5) 1976(Spain)
- 6) brown/blue
- 109** 1) TV sign
- 2) Nikola Nikolov
- 4) Bulgarian TV
- 5) 1975(Bulgaria)
- 6) black/white
- 110** 1) hotel
- 2),3) Jan Rajlich
- 4) Morava Hotel
- 5) 1978(Czechoslovakia)
- 6) gold or yellow
- 111** 1) camping equipment
- 2) Eduardo Zapata/Carmen Cordera
- 3) Sophia Creel
- 4) Campicentro S.A.
- 5) 1983(Mexico)
- 6) yellow(Pantone 348)
- 112** 1) sale(department store)
- 2),3) Takao Sasaki
- 4) Seibu Dept. Stores
- 5) 1981(Japan)
- 1340** 1) bank
- 2),3) Don Davis
- 4) Peoples National Bank
- 5) 1976(USA)
- 6) black
- 114** 1) computer aided design
- 2) Tamaso Bolis/Salvatore Di Iase
- 3) Maurizio Osti
- 4) Cad Lab
- 5) 1983(Italy)
- 115** 1) campaign(world championships)
- 2) Muneo Mizumori
- 4) All Japan Marching Band & Baton Twirling Association
- 5) 1982(Japan)
- 116** 1) feed factory
- 2),3) Walter Hergenröther
- 4) Provisal SpA
- 5) 1982(Italy)
- 6) red/black/green
- 117** 1) restaurant
- 2) Iwao Miyanaga/Yasaburo Kuwayama
- 3) Minoru Kamono
- 4) Pepe
- 5) 1976(Japan)
- 118** 1) textiles
- 3) Helmut Schmidt
- 4) Koyo Clothing Co.,Ltd.
- 5) 1978(Japan)
- 119** 1) dresses
- 2),3) Fumio Koyoda
- 4) Itokin Group
- 5) 1973(Japan)
- 120** 1) collection house
- 2) Katsuichi Ito
- 3) Tetsuo Okano
- 4) Witty Collection House
- 5) 1980(Japan)
- 121** 1) confectionery
- 2),3) Kazuo Tajima
- 4) Penny Pastry Shop
- 5) 1980(Japan)
- 122** 1) fashion boutique
- 2),3) Shuji Tanaka
- 4) Longchamp
- 5) 1982(Japan)
- 123** 1) TV film maker
- 3) Kenneth Hollik
- 4) Studio Lambert Ltd.
- 5) 1970(England)
- 6) mauve
- 1124** 1) discoteque
- 2),3) Tsuyoshi Miyake
- 4) Sanko
- 5) 1977(Japan)
- 1125** 1) design studio
- 2) Tadashi Yamamoto
- 3) Taijiro Nakayama
- 4) Apple
- 5) 1973(Japan)
- 1126** 1) furniture
- 2) Shigeo Katsuoka/Masanori Umeda
- 3) Shigeo Katsuoka
- 4) Alte Japan/Metafa
- 5) 1983(Japan)
- 6) light green(DIC 94)
- 1127** 1) bakery
- 3) Yutaka Hasegawa
- 4) Brot Haus
- 5) 1980(Japan)
- 1128** 1) cosmetics
- 2),3) Tomás Vellvé
- 4) Mas Cosmetics S.A.
- 5) 1980(Spain)
- 6) blue
- 1129** 1) metal workshop
- 3) Peter Skalar
- 4) Žmuc
- 5) 1972(Yugoslavia)
- 6) black
- 1130** 1) pharmacy
- 2),3) Harry Murphy
- 4) Sam's
- 5) 1973(USA)
- 6) red
- 1131** 1) transport
- 2),3) Othmar Motter
- 4) Troy-Transporte
- 5) 1978(Austria)
- 6) black/white
- 1132** 1) leatherware manufacturer
- 3) Judita Skalar
- 4) Toko
- 5) 1979(Yugoslavia)
- 6) brown → C103-105,
- 1133** 1) restaurant
- 2) Mitsuo Ishida
- 3) Tamami Sato/Tadaaki Kochiwa
- 4) D. H. Foods
- 5) 1974(Japan)
- 6) gold/red
- 1134** 1) household utensils
- 2),3) Kanju Moroboshi
- 4) Imai Seisakusho Co.,Ltd.
- 5) 1981(Japan)
- 1135** 1) furniture manufacturer
- 2) Ove Engström
- 3) Ove Engström/Kurt Karlsson
- 4) Zigzag AB
- 5) 1981(Sweden)
- 6) brown
- 1136** 1) heavy equipment distributor
- 2),3) Rey R. Dacosta
- 4) Maquinarias Rivero
- 5) 1982(Venezuela)
- 6) black/yellow
- 1137** 1) telephonic communication
- 2),3) Eduardo A. Cánovas
- 4) Exicom S.A.
- 5) 1978(Argentina)
- 6) green
- 1138** 1) agricultural products
- 3) Jarostaw Jasinski
- 4) Helio
- 5) 1983(Poland)
- 6) black/green
- 1139** 1) conveyer production
- 2),3) Walter Hergenröther
- 4) Mechanische Werkstatte
- 5) 1979-1980(Italy)
- 6) black/red
- 1140** 1) food
- 2),3) Chermayeff & Geismar Associates
- 4) Picnique Corporation
- 5) (USA)
- 6) brown
- 1141** 1) heatproof glass tableware(manufacturer)
- 2) Takaaki Yoshinobu/Hario Kikakuka
- 3) Takaaki Yoshinobu
- 4) Hario
- 5) 1982(Japan)
- 6) DIC 633
- 1142**
- 3) Kenneth Hollik
- 4) Offshoot Ltd.
- 5) 1973(England)
- 6) black
- 1143** 1) aerial photos
- 2),3) Allan W. Miller
- 4) Aerotopo
- 5) 1981(USA)
- 6) brown/black
- 1144** 1) department store
- 2) Kazuo Tsukui/Tadanao Imai
- 3) Mineo Mizumori
- 4) Kinkado
- 5) 1979(Japan)
- 1145** 1) automobile accessories
- 2),3) Shunji Kanda
- 4) Aron Kasei Co.,Ltd.
- 5) 1982(Japan)
- 1146** 1) food
- 2) Yasaburo Kuwayama
- 3) Minoru Kamono
- 4) Uni Food
- 5) 1975(Japan)
- 1147** 1) publishing house
- 3) Marcello d'Andrea
- 4) Theros
- 5) 1980(Italy)
- 6) black/white
- 1148** 1) leisure business
- 2),3) Kazuo Ono
- 4) Daito Boseki
- 5) 1973(Japan)
- 1149** 1) notebook
- 2),3) Yoshihiro Yoshida
- 4) Robundo
- 5) 1983(Japan)
- 1150** 1) dairy products
- 2) Yasaburo Kuwayama
- 3) Yasaburo Kuwayama/Muneo Mizumori
- 4) Meiji Nyugyo
- 5) 1974(Japan)
- 6) black
- 1151** 1) towels
- 2),3) Takeo Nakahara
- 4) Daiwaboseki
- 5) 1975(Japan)
- 1152** 1) toy shop
- 2) Admondo
- 3) Yoko Satomi
- 4) Tomy
- 5) 1983(Japan)
- 1153** 1) private symbol
- 3) Iwao Yamaguchi
- 4) Michiko Matsukawa
- 5) 1980(Japan)
- 1154** 1) natural food store
- 2),3) Christof Gassner
- 4) Christian Butterbach
- 5) 1981(West Germany)
- 6) red/green
- 1155** 1) title of a magazine article
- 2) Shigo Yamaguchi
- 3) Toshiko Nagano
- 4) Swing Journal Co.,Ltd.
- 5) 1983(Japan)
- 1156** 1) hair salon
- 2) Mike Quon/Michael Gordon
- 3) Mike Quon
- 4) Bumble + Bumble
- 5) 1979-1980(USA)
- 6) red/gray
- 1157** 1) title of a bulletin article
- 2) Kuniharu Masubuchi
- 3) Hiroshi Iseya
- 4) Mikimoto Co.,Ltd.
- 5) 1981(Japan)
- 1158** 1) biscuit company
- 2) Frank Memelsdorff
- 3) Carlos Rolando
- 4) Marbu
- 5) 1980(Spain)
- 6) red/cream
- 1159** 1) boutique
- 2),3) Massimo Dradi
- 4) Effegi
- 5) 1974(Italy)
- 6) black
- 1160** 1) department store (sock shop)
- 3) Yutaka Mitani
- 4) Seibu Dept. Stores
- 5) 1980(Japan)
- 1161** 1) tennis pool
- 3) Miani Luigi/Guido Redaelli
- 4) CIFAT
- 5) 1978(Italy)
- 6) green/white/red
- 1162**
- 2),3) Mike Leidel
- 4) Sigma Phi Epsilon
- 5) 1980(USA)
- 6) black
- 1163** 1) stationery(title of notebook)
- 2),3) Yoshihiro Yoshida
- 4) Graphic-sha
- 5) 1973(Japan)
- 1164** 1) beauty and health food
- 2),3) Isao Bingo
- 4) SBK
- 5) 1983(Japan)
- 6) yellow green(DIC 131)/Y100 + C70
- 1165** 1) restaurant
- 2),3) Joe Vera
- 4) Chico's Mexicatessen
- 5) 1977(Mexico)
- 1166** 1) paper bag

- 2),3) Masaaki Fukuda
- 4) Taiho Co.,Ltd.
- 5) 1979(Japan)
- 1167** 1) swimming school
- 3) Sergio Salaroli
- 4) Nuoto Imperi
- 5) 1979(Italy)
- 6) black/blue/yellow
- 1168** 1) association(education)
- 2),3) Tony Forster
- 4) Bolton Dyslexia Association
- 5) 1981(England)
- 6) black/gray
- 1169** 1) bank
- 2),3) F.R. Esteban
- 4) Pittsburgh National Bank
- 5) 1977(USA)
- 6) black
- 1170** 1) church
- 2) F. R. Esteban
- 3) F. R. Esteban/Jeff Piatt
- 4) St. Stephen's Church
- 5) 1982(USA)
- 6) black
- 1171** 1) ad campaign(holy week)
- 2),3) Joe Vera
- 4) Channel 13 Mexico
- 5) 1970(Mexico)
- 1172** 1) furniture
- 3) Shigo Yamaguchi
- 4) Baba Furniture
- 5) 1976(Japan)
- 1173** 1) textiles
- 3) Yasumasa Oka
- 4) Okahashi
- 5) 1976(Japan)
- 1174** 1) wood-print
- 2),3) Yukihiisa Takakita
- 4) Tokai TV Jigyo Co.,Ltd.
- 5) 1983(Japan)
- 1175** 1) whisky
- 2) Shiro Kawahara
- 3) Yasaburo Kuwayama
- 4) Nikka Whisky
- 5) 1975(Japan)
- 6) black
- 1176** 1) interior design
- 3) Masaharu Sumida
- 4) Yellow House
- 5) 1978(Japan)
- 1177** 1) manufacturer of electric appliances
- 2),3) Minoru Takahashi
- 4) Sony
- 5) 1983(Japan)
- 1178** 1) Building
- 3) Michael Herold
- 4) Theissen Inc.
- 5) 1980(West Germany)
- 6) black
- 1179** 1) sandwich and tea garden
- 2) Shigeo Katsuoka
- 3) Shigeo Katsuoka/Hiroshi Asami
- 4) Miwa Gallery Co.,Ltd.
- 5) 1981(Japan)
- 6) dark blue(DIC 222)
- 1180** 1) gallery
- 2),3) Diana Graham
- 4) Backdoor Art Gallery
- 5) 1975(USA)
- 6) black
- 1181** 1) restaurant
- 2) Yoichi Sugamura
- 3) Michiko Sugamura
- 4) Hermes
- 5) 1981(Japan)
- 1182** 1) advertising agency
- 2) John Harris
- 3) Tony Forster
- 4) Baglow Harris West & Partners
- 5) 1982(England)
- 6) brown
- 1183** 1) textiles
- 2) Keith Murgatroyd
- 3) Tony Forster
- 4) Kiskadee Fabrics Ltd.
- 5) 1976(England)
- 6) dark green
- 1184** 1) advertising agency
- 2) Harry Mills/Alan Wallis
- 3) Tony Forster
- 4) Mills Wallis & Allan Ltd.
- 5) 1978(England)
- 6) pale ochre
- 1185** 1) publishing(photo book)
- 2) Akisato Ueda/Tsuneo Taniguchi/Nobuo Ohara
- 3) Akisato Ueda
- 4) Shinshindo
- 5) 1977(Japan)
- 1186** 1) real estate
- 2) Iwao Miyanaga
- 3) Yasaburo Kuwayama
- 4) Seibu Fudosan
- 5) 1977(Japan)
- 1187** 1) game package
- 2),3) Scott Engen
- 4) Stick It
- 5) 1978(USA)
- 6) black/silver
- 1188** 1) accountants' office
- 2),3) Alvin Joe
- 4) John C. Lee Associates
- 5) 1980(USA)
- 6) terra cotta red/dark brown
- 1189** 1) café lounge
- 2),3) Takao Yoguchi
- 4) Rap's
- 5) 1980(Japan)
- 1190** 1) sports food
- 3) Shin Matsunaga
- 4) Meiji Seika Co.,Ltd.
- 5) 1979(Japan)
- 1191**
- 2),3) Yoshihiro Yoshida
- 4) Shogyoshisetsu Kenkyusho
- 5) 1983(Japan)
- 1192** 1) medical library
- 2),3) Joe Dieter
- 4) Welch Medical Library, Johns Hopkins Hospital
- 5) 1975(USA)
- 6) black
- 1193** 1) bank card
- 2),3) James Lienhart
- 4) OMNI
- 5) (USA)
- 1194** 1) magazine
- 2),3) James Lienhard
- 4) Success
- 5) (USA)
- 1195** 1) radio station
- 2),3) James Lienhard
- 4) WBEZ
- 5) (USA)
- 1196** 1) lighting manufacturer
- 2),3) Minoru Takahashi
- 4) Ushio Spax
- 5) 1980(Japan)
- 1197**
- 2),3) Steve Shelden
- 4) J. D. Price
- 5) 1977(USA)
- 6) brown
- 1198** 1) men's suits
- 2) Iwao Miyanaga
- 3) Yasaburo Kuwayama
- 4) Onward
- 5) 1975(Japan)
- 6) black
- 1199** 1) private symbol(singers)
- 2) Shigo Yamaguchi
- 3) Shigo Yamaguchi/Masaki Furuta
- 4) Wings
- 5) 1983(Japan)
- 1200** 1) alcoholic beverage (campaign)
- 2) Keisuke Nagatomo/Kenzo Nakagawa
- 3) Kenzo Nakagawa/Satoshi Morikami/Sumiko Tsuya
- 4) Suntory
- 5) 1980(Japan)
- 1201** 1) alcoholic beverage (campaign)
- 2) Keisuke Nagatomo/Kenzo Nakagawa
- 3) Kenzo Nakagawa/Satoshi Morikami/Sumiko Tsuya
- 4) Suntory
- 5) 1980(Japan)
- 1202** 1) restaurant
- 2),3) Minoru Takahashi
- 4) Osada Pacific
- 5) 1982(Japan)
- 1203** 1) hotel
- 2) Toshio Goto
- 3) Hiroshi Shibuya
- 4) Ichirino Kogen Hotel
- 5) 1977(Japan)
- 6) green
- 1204** 1) music(jazz band)
- 2),3) Tony Forster
- 4) Alexanders Ragtime Band
- 5) 1977(England)
- 6) black
- 1205** 1) propaganda
- 2),3) Yoshiari Hirano
- 4) International Micro Technology
- 5) 1983(Japan)
- 1206** 1) travel agency
- 3) Yoneo Jinbo
- 4) World Plan
- 5) 1981(Japan)
- 1207** 1) market
- 2),3) Milton Glaser
- 4) Heartland Market;Crown Center Redevelopment Corp.
- 5) 1982-83(USA)
- 6) blue/pink
- 1208** 1) snack
- 2),3) Yoshihiro Yoshida
- 4) Shendy
- 5) 1979(Japan)
- 1209** 1) religious organization
- 2),3) Joe Dieter
- 4) Maryland Bible Society
- 5) 1979(USA)
- 6) white/gold
- 1210**
- 2),3) Denise Spaulding
- 4) Mid-America Federal
- 5) 1982(USA)
- 6) red/blue
- 1211** 1) campaign
- 2) Walter Wardell/Jurek Wajdowicz
- 3) Jurex Wajdowicz
- 4) New York Telephone
- 5) 1983(USA)
- 6) blue/red/white
- 1212** 1) food
- 2),3) Takao Yoguchi
- 4) Toppan-Printing
- 5) 1977(Japan)
- 6) black
- 1213**
- 2),3) Hans Kündig
- 4) Friskvards Centrum
- 5) 1983(Sweden)
- 6) black/blue/green/yellow
- 1214** 1) publication (catalogue)
- 2) Carlos Rolando
- 3) Ricardo Rousselot
- 4) I. P. Magazine
- 5) 1977(Spain)
- 6) black/green/orange
- 1215** 1) golf accessories
- 2),3) Yoshihiro Yoshida
- 4) Seikeido
- 5) 1982(Japan)
- 1216**
- 2),3) Michael Baviera
- 4) ALOS
- 5) 1980(Switzerland)
- 6) red/black
- 1217** 1) coffee shop
- 2),3) Hiroshi Komai
- 4) Doji House
- 5) 1980(Japan)
- 1218** 1) jeweler
- 2),3) Norberto Coppola
- 4) Guthmann
- 5) 1970(Argentina)
- 6) gold/silver
- 1219** 1) electronic machine
- 2) Marty Neumeier
- 3) Sandra Higashi
- 4) Braegen Corporation
- 5) 1983(USA)
- 6) gray
- 1220** 1) credit card
- 2) João Carlos Cauduro/Ludovico Antonio Martino
- 4) Credicard S.A.
- 5) 1982(Brazil)
- 1221** 1) organization serving the deaf
- 2),3) David Leigh
- 4) American Professional Society of the Deaf
- 5) 1973(USA)
- 6) turquoise
- 1222** 1) vehicle identification
- 2),3) Jack Weiss
- 4) City of Evanston, Illinois
- 5) 1978(USA)
- 6) blue/green
- 1223** 1) printing
- 2),3) Yasaburo Kuwayama
- 4) Shiko Insatsu

- 1) 1977(Japan)
224 1) financial group
2),3) H. W. Lohman
4) Pharos
5) 1978(Netherlands)
6) black
225 1) financial company
2),3) Alvin Joe
4) Sequoia Financial Corp.
5) 1980(USA)
6) blue green
226 1) clothing
2) manufacturer)
3) Kaoru Iida
4) Can Group
5) 1976(Japan)
227 1) exhibition(book
2) technique)
3) Gert Wunderlich
4) Rat Der Stadt Leipzig
5) 1971(East Germany)
6) red/black
228 1) publisher(title of
2) magazine)
3) Shin Matsunaga/Kyoji
4) Nakatani
5) Shueisha
6) 1974(Japan)
229 1) textile
2) Ikko Tanaka
3) Ikko Tanaka/Masaaki
4) Hiromura
5) Hanae Mori International
6) 1981(Japan)
230 1) camera(campaign)
2) Iwao Hosoya
3) Tadasu Fukano
4) Canon Camera Co.,Ltd.
5) 1977(Japan)
231 1) jeweler
2) Ikko Tanaka
3) Vérité Ohkubo
4) 1980(Japan)
232
1) Maurizio Milani/Armando
2) Milani
3) Maurizio Milani
4) Lucio Viezzoli & C Gioielli
5) 1981(Italy)
233
1) Arnold Saks
2) Arnold Saks Associates/
3) Robert Jakob
4) Ward Howell International
5) 1980(USA)
6) deep gray
234 1) advertising
2),3) Bernd E. Lauterbach
4) Bernd E. Lauterbach
5) 1982(West Germany)
235 1) medical school
2),3) Joe Dieter
4) John Hopkins Medical
5) School
6) 1978(USA)
7) maroon
236 1) hall
2),3) Peter Kneebone
4) Salle Pleyel
5) 1981(France)
6) black or blue(Pantone 313)
237 1) exhibition
2),3) Yukihiisa Takakita
4) D Gallery
5) 1983(Japan)
1238 1) gallery
2),3) Masakazu Tanabe
4) Anri
5) (Japan)
1239 1) cafe
2),3) Masakazu Tanabe
4) Lumière
5) 1982(Japan)
1240 1) textile products
2) Toshio Sonohara
3) Yuko Noguchi
4) Moon Bat
5) 1981(Japan)
1241 1) travel agency
2),3) Akisato Ueda
4) Importer
5) 1977(Japan)
1242 1) publishing(title of a
2) magazine column)
3) Peter Wellner
4) HiFi Magazine
5) 1979(Hungary)
6) brown or gray
1243 1) publishing(magazine)
2),3) Scott Engen
4) United States Ski Association
5) 1981(USA)
6) black
1244 1) hotel(wedding
2) ceremony, banquet)
3) Osamu Ogawa
4) Tamako Uno
5) Kanazawa New Grand Hotel
6) 1979(Japan)
1245 1) restaurant
2) John Stevens
3) Rhine Cellar
4) 1983(USA)
1246 1) sport(group)
2) Yasaburo Kuwayama
3) Muneo Mizumori
4) Canardeaux
5) 1977(Japan)
1247 1) jewelery(brand)
2) Takaaki Yoshinobu
3) Uchihara Co.,Ltd.
4) 1981(Japan)
1248 1) dresses(brand)
2),3) Takaaki Yoshinobu
4) Matsuo Co.,Ltd.
5) 1982(Japan)
1249 1) exhibition
2) Kuniharu Masubuchi
3) Hiroshi Iseya
4) Mikimoto Co.,Ltd.
5) 1983(Japan)
1250 1) restaurant
2) John Follis
3) T. Wayne Hunt
4) Bernard's
5) 1973(USA)
6) black
1251 1) publishing(title of
2) magazine)
3) Kiichiro Toda
4) Tsuyokatsu Kudo
5) Fujingaho Co.,Ltd.
6) 1972(Japan)
1252 1) record shop
2) Ausushi Ichihashi
3) Ars Record Shop
4) 1983(Japan)
1253 1) cosmetics
2) Kunio Kakihara
3) Muneo Mizumori
4) Ohsho
5) 1973(Japan)
1254 1) Italian restaurant
2),3) Takaaki Yoshinobu
4) Salita
5) 1982(Japan)
1255 1) textile manufacturer
2) Ikko Tanaka
3) Hanae Mori
4) 1973(Japan)
1256 1) Chinese restaurant
2) Yoshitaka Otomo/Kazuo
3) Tajima
4) Kazuo Tajima
5) Jomon
6) 1979(Japan)
7) red
1257 1) underground mall
2),3) Akisato Ueda
4) Kyoto Chikagai
5) 1979(Japan)
1258 1) publisher(title of
2) magazine)
3) Tadasu Fukano
4) Golf Digest-sha
5) 1975(Japan)
1259 1) food(ice cream)
2) John DiGianni
3) Gianninoto Associates, Inc.
4) H. P. Hood, Inc.
5) 1983(USA)
6) blue
1260 1) publisher(title of
2) magazine)
3) Peter Wellner
4) Lapkiado Vallalat
5) 1982(Hungary)
6) black(or white)
1261 1) gift shop
2) Shuji Torigoe
3) Shuji Torigoe/Shuzo Ishizaka
4) Tokyu Store
5) 1981(Japan)
1262 1) shoe store
2),3) Giovanni Brunazzi
4) Archia
5) 1981(Italy)
1263 1) restaurant
2) Iwao Miyanaga/Yasaburo
3) Kuwayama
4) Minoru Kamono
5) Shinjuku Prince Hotel
6) 1977(Japan)
1264 1) poster of exhibition
2),3) Masakazu Tanabe
4) Masakazu Tanabe
5) 1982(Japan)
1265
1) Michael Baviera
2) Carmen Gomez
3) Haus Dietler
4) 1983(Switzerland)
5) gray
1266 1) institute
2) Philip J. Turner
3) Eurographic Ltd.
4) Instituto de Análise de
5) Comportamento
6) 1982(England)
7) black
1267 1) restaurant
2) Mitsuo Ishida
3) Eiji Tanaka
4) Maison de France
5) 1979(Japan)
1268 1) hobby supplies
2) Martin Nunn
3) Tony Forster
4) Hobbies & Modls Ltd.
5) 1976(England)
6) gray
1269 1) food(brand)
2),3) Takeshi Otaka
4) Nissin Foods Products Co.,Ltd.
5) 1981(Japan)
1270 1) textiles(brand)
2),3) Akisato Ueda
4) Chiso Co.,Ltd.
5) 1975(Japan)
1271
1) Milton Glaser
2) INHILCO
3) 1974(USA)
4) black/blue/red/yellow
1272 1) boutique
2),3) Melanie Bass
4) Le Soie Boutique
5) 1983(USA)
1273 1) entertainment(the
2) 50th anniversary)
3) Stephan Kantscheff
4) Sofia Philharmonic Orchestra
5) 1978(Bulgaria)
1274 1) gallery
2),3) Milton Glaser
4) Greengrass Gallery
5) 1978(USA)
6) green
1275 1) restaurant
2) Kieth Murgatroyd
3) Tony Forster
4) Lucy's Kitchen
5) 1981(England)
6) olive green
1276 1) ski company
2) (campaign)
3) Yuji Kawarabayashi
4) Akisato Ueda
5) GTO
6) 1975(Japan)
1277
1) John Stevens
2) Port Harbor Condominiums
3) 1983(USA)
1278 1) music(rock group)
2),3) Yukihiisa Takakita
4) Brutus Brothers
5) 1983(Japan)
1279 1) travel agency
2),3) Stan Krol
4) ABTA(Association of British
5) Travel Agents)
6) 1973(England)
7) black
1280 1) leather clothing
2) (manufacturer)
3) Philip J. Turner
4) Eurographic Ltd.
5) G. Waddington & Son Ltd.
6) 1974(Great Britain)
7) brown
1281 1) publication(design
2) group)
3) Hiroshi Saito
4) Masami Iekushi
5) Kanagawa Design Association
6) 1983(Japan)
1282 1) food(fruit)
2) Sudarshan Dheer
3) Ashok Sood

4) Kissan Products

5) 1975(India)

6) blue

1283

3) Werner Schneider

4) Kunst-Guss Eschenburg

5) 1978(West Germany)

6) brown

1284

1) restaurant

2),3) James Lienhart

4) Federal Street Cafe

5) 1984(USA)

1285

1) boutique

2) Nobuyoshi Shigematsu

3) Tadashi Yoshimatsu

4) Rocovis

5) 1982(Japan)

1286

2),3) Milton Glaser

4) Grand Union Company

5) 1983(USA)

6) dark green/pink/ocher

1287

1) entertainment (exhibition)

2),3) Yukihisa Takakita

4) 1983(Japan)

1288

1) poster, magazine advertisement

2),3) Ben Nakanishi

4) Mochizuki Kasugadaira Country Club

5) 1976(Japan)

1289

1) bookstore

3) Hermann Zapf

4) Hermann Emig Bookstore

5) 1977(West Germany)

6) red or blue

1290

1) food(manufacturer)

2),3) Eduardo A. Cánovas

4) Euralim S.A.

5) 1983(Argentina)

6) green/red/black

1291

1) agricultural equipment(manufacturer)

2) Philip J. Turner

3) Eurographic Ltd.

4) Weeks Trailers Ltd.

5) 1974(England)

6) blue

1292

1) printing company

2),3) David Gibbs

4) Walnut Circle Press

5) 1979(USA)

6) embossed

1293

1) real estate broker

2) Jurek Wajdowicz

3) Jurek Wajdowicz/Ted Szumilas

4) Kanelba & Robilotti

5) 1983(USA)

6) PMS 303

1294

1) publication

3) Hermann Zapf

4) Carl Hanser Verlag

5) 1970(West Germany)

1295

1) automobile accessories

2) Yoichi Sugamura

3) Michiko Sugamura

4) Monte Carlo

5) 1976(Japan)

1296

1) printing company

2) Jack Evans

3) Unigraphics, Inc.

4) Spruiell & Company

5) 1982(USA)

6) tan

1297

2),3) Milton Glaser

4) Towers of Quaside(The Great House)/Joseph Baum Company

5) 1981(USA)

6) red/yellow/green blue/black

1298

1) food

2) Robert P. Gersin

3) Pamela Virgilio

4) Government of Jamaica

5) 1983(USA)

6) white → C127

1299

1) food company

2) Julia Ganda

3) Rabecca Bouling

4) Doris Louise Catering

5) 1984(USA)

6) red/ochre

1300

1) photo studio

2),3) David Leigh

4) Neikrug Galleries, Inc.

5) 1979(USA)

6) gray

1301

1) cultural poster

2) Franck Vardon

3) Jean Larcher

4) ERATO

5) 1981(France)

6) black/white

1302

1) picture gallery

2),3) Jack Weiss

4) Neville-Sargent Gallery

5) 1981(USA)

6) warm gray(PMS 408)

1303

1) design studio

2) Jack Weiss

3) Randi Robin

4) Disign Information, Inc.

5) 1982(USA)

6) blue(PMS 285)

1304

1) liquor

2) John DiGianni

3) Gianninoto Associates, Inc.

4) The Jos. Garneau Company

5) 1983(USA)

6) gold/deep green

1305

1) advertising agency

2),3) Scott Engen

4) Haute Ayer Adv. P. R.

5) 1983(USA)

6) black

1306

1) department store (men’s wear)

3) Yutaka Mitani

4) Seibu Department Stores

5) 1980(Japan)

1307

1) restaurant

2),3) Kaoru Iida

4) Swing

5) 1978(Japan)

1308

2),3) Armin Vogt

4) Infomal

5) 1977(Switzerland)

6) black

1309

1) furnace (manufacturer)

2),3) Joe Dieter

4) The Heat Machine

5) 1971(USA)

6) orange

1310

2),3) Pietro Galli

4) Saturnia

5) 1968(Italy)

6) gold/blue

1311

1) restaurant

2),3) Bruce D. Zahor

4) Bechet’s Restaurant Inc.

5) 1980(USA)

6) dark red/white

1312

2),3) PVDI

4) Empresas Atalla

5) 1973(Brazil)

1313

1) textile industry

2) Ricardo Salas

3) Alejandra Rodriguez

4) D’Velvet

5) (Mexico)

6) red/violet

1314

1) department store (press sheet for information)

2),3) Yoriya Ueda

4) Seibu Department Stores Information

5) 1979(Japan)

6) Seibu corporate blue(DIC 183)

1315

1) movie studio

2),3) Milton Glaser

4) Zoetrope Studios/Francis Ford Coppolla

5) 1981(USA)

6) embossed

1316

1) hotel

2),3) Silvio Gayton

4) Eden Roc Hotel

5) 1982(USA)

6) burgundy lake/black

1317

1) restaurant

2) Alfonso Capetillo Ponce

3) Ricardo Salas

4) Restaurante Metal Bar

5) 1981(Mexico)

6) black/yellow/blue

1318

1) publication

2),3) Jurek Wajdowicz

4) Dollar Stock Journal

5) 1983(USA)

6) black

1319

1) concert promotion

2),3) Scott Engen

4) KUER FM 90 Radio USA

5) 1983(USA)

6) black

1320

1) stationery

2),3) John Stevens

4) Paper for Pens

5) 1981(USA)

1321

1) publication (educational magazine)

2),3) Scott Engen

4) University of Utah(Instructional Media Services)

5) 1982(USA)

6) black

1322

1) building(symbol)

3) Shin Matsunaga

4) Shinjuku Station Building

5) 1978(Japan)

6) red(DIC 565)

1323

1) restaurant

2),3) Milton Glaser

4) Rudi’s Country Kitchen

5) 1976(USA)

6) dark brown/crome yellow/red

1324

1) food(manufacturer)

2) George Delany

3) Sandra Delany

4) Kilvert & Forbes

5) 1980(USA)

6) deep red

1325

1) glasses

2) Shigeo Oohashi

3) Hidehiko Inui/Osamu Oto/Rei Fujita

4) Ishiyama Glasses

5) 1982(Japan)

1326

1) boutique

2),3) Terry Lesniewicz/Al Navarre

4) The Emporium

5) 1981(USA)

1327

1) gun club

2),3) Don Davis

4) Great River Gun Club

5) 1971(USA)

6) black/gray

1328

2),3) Thomas J. Ambrosino

4) Brother Jacks

5) 1983(USA)

6) black/white

1329

1) sport(baton studio)

2) Mieko Mizumori

3) Muneo Mizumori

4) Twin Baton Studio

5) 1982(Japan)

1330

2),3) Steve Allen

4) Dixie States Enterprises, Inc.

5) 1981(USA)

6) brown

1331

2),3) Thomas J. Ambrosino

4) The Place

5) 1983(USA)

6) black/white

1332

1) recording studio

2),3) Carlos Rolando

4) Rafael Turia

5) 1976(Spain)

6) dark brown

1333

1) bookstore

2),3) Christof Gassner

4) Vera Kopp

5) 1980(West Germany)

1334

1) market

2),3) Milton Glaser

4) Heartland Market/Crown Center Redevelopment Corp.

5) 1982(USA)

6) ocher/yellow/terra-cotta/dark green

1335

1) liquor

2),3) Carlo Malerba

4) Robba Rocco Spa

5) 1976(Italy)

1336

1) antique shop

2) Jack Weiss

3) Randi Robin

4) Miller & Schweizer

5) 1983(USA)

6) gold/dark green(PMS 343)

1337

1) entertainment (exhibition)

2) Shigeo Katsuoka

3) Shigeo Katsuoka/Hiroshi

- Asami
 4) Shigeo Katsuoka
 5) 1979(Japan)
1338 1) cafe
 2),3) Carlos Rolando
 4) Cafe Del Minotauro
 5) 1977(Spain)
 6) black/white
1339 1) leisure(horse racing)
 2),3) Don Davis
 4) Norris Enterprises
 5) 1974(USA)
 6) silver
1340
 2),3) Carlos Rolando
 4) Baby
 5) 1971(Spain)
 6) violet/green
1341 1) restaurant
 2) Carmen Cordera
 3) Eduardo Zapata
 4) La Cachette Restaurant
 5) 1979(Mexico)
 6) beige(Pantone 155)/brown(Pantone 469)
1342 1) music(band)
 2),3) Thomas J. Ambrosino
 4) Black Velvet Band
 5) 1983(USA)
 6) black/white
1343 1) leather products(manufacturer)
 2) Jack Evans
 3) Unigraphic, Inc.
 4) The Elephant Walk
 5) 1983(USA)
 6) gray/black/ivory
1344 1) medical equipment
 3) Miani Luigi/Emanuela Quadrelli
 4) Movi
 5) 1982(Italy)
 6) green
1345
 2),3) Don Davis
 4) Southwind
 5) 1975(USA)
 6) dark color
1346 1) hotel
 2) Yoichi Sugamura
 3) Michiko Sugamura
 4) Daiichi Kanko Hotel
 5) 1981(Japan)
1347 1) specialty store(spices)
 2),3) Jeff Piatt
 4) Gooseberry
 5) 1982(USA)
 6) black
1348 1) boutique
 2),3) Julien Van Der Wal
 4) Boutique de Mode
 5) 1964(Switzerland)
 6) black/red
1349 1) refrigerant
 2) Noboru Yoshimoto
 3) Akira Hirata/Koji Mori
 4) Morishita Jintan
 5) 1980(Japan)
 6) Pantone 123C
1350
 2),3) Maria Mazzara
 4) Persimmon Productions
 5) 1980(USA)
 6) green/orange
1351 1) gardening
 2),3) Calvert Guthrie
 4) Horsemart Services
 5) 1983(USA)
 6) green/gray
1352 1) gourmet food
 2) Robert P. Gersin
 3) Robert P. Gersin/Candy Cain
 4) Blooming dale's
 5) 1981(USA)
 6) green/red/ocher/marron → C126
1353 1) fruit parlor
 2),3) Tsuneo Arima
 4) Lemon House
 5) 1978(Japan)
1354
 2),3) Milton Glaser
 4) INHILCO
 5) 1978(USA)
 6) puple/green
1355
 2),3) Steve Allen
 4) Emmanuel Carmabola Grove
 5) 1980(USA)
1356
 2),3) Milton Glaser
 4) INHILCO
 5) 1974(USA)
 6) terra-cotta
1357 1) restaurant
 2),3) Carlos Rolando
 4) Severo Figarola
 5) 1976(Spain)
 6) green/beige
1358 1) travel agency
 2) Keith Murgatroyd
 3) Tony Forster
 4) Cottage Holidays Limited
 5) 1982(England)
 6) olive green/pink
1359 1) restaurant(franchise)
 2),3) Scott Engen
 4) Apple Butter Farms
 5) 1982(USA)
 6) black
1360 1) household utensils
 2),3) Yoriya Ueda
 4) Seibu Department Stores
 5) 1979(Japan)
1361 1) bookstore
 2),3) Rick Cusick
 4) William R. Laws Bookseller
 5) 1976(USA)
 6) black
1362 1) entertainment
 2) Micheal Richards
 3) Micheal Richards/Bob Simmons
 4) Summer Arts Program
 University of Utah
 5) 1979(USA)
 6) red/yellow/green
1363
 2),3) Victor Dicristo
 4) Kohler Company
 5) 1980(USA)
 6) black/brass
1364 1) restaurant
 2),3) Osamu Ogawa
 4) Kanazawa New Grand Hotel
 5) 1973(Japan)
1365
 2) Juan Ignacio Gomez
 3) Luis Miguel Esquivel
 4) Royal Care
 5) 1983(Mexico)
 6) yellow(Pantone 116)/blue(Pantone 293)
1366 1) textiles
 2),3) Eduardo A. Cánovas
 4) Nudelman
 5) 1973(Argentina)
 6) black/gold
1367 1) car rental
 2) Per Magnelund
 3) Auto Renta's
 5) 1982(Norway)
 6) blue/silver
1368 1) publication
 2),3) Carlos Rolando
 4) Argos
 5) (Spain)
1369 1) baton club
 2),3) Teruo Fujishige
 4) Hiroshima Baton
 5) 1977(Japan)
1370 1) automobile(sales campaign)
 2) Iwao Hosoya
 3) Tadasu Fukano
 4) Nissan Prince Automobile
 5) 1976(Japan)
1371 1) store
 3) Don Connelly
 4) The Country Store
 5) 1974(USA)
 6) green/black
1372
 2),3) Madeleine Bujatti
 4) Mass & Mode
 5) 1977(Austria)
 6) dark brown
1373 1) department store(curry shop)
 2),3) Yoriya Ueda
 4) Silver Pot
 5) 1977(Japan)
1374 1) hair cutting salon
 3) John Stevens
 4) Oliver's
 5) 1982(USA)
1375 1) beauty parlor
 2),3) Terry Lesniewicz/Al Navarre
 4) The Hair Depot
 5) 1974(USA)
1376 1) films production
 2) Lew Lehrman
 3) Debbie Kossoff
 4) Redstone Management
 5) 1976(USA)
1377 1) bar
 2),3) Claude Dieterich
 4) El Sargento Pimienta
 5) 1979(Peru)
 6) black/red
1378 1) insurance
 2),3) Bill Wood
 4) De Lanoy and Kipp
 5) 1976(USA)
 6) gold/black
1379 1) plaything(campaign)
 2),3) Kimito Oohashira
 4) Nankai Railway
 5) 1982(Japan)
1380 1) market place
 2) George Delany
 3) George Delany/Catherine McGuinness
 4) Davol Square Partners
 5) 1982(USA)
 6) violet/teal green
1381 1) fashion(brand)
 2) Masao Chinone
 3) Takeo Sugaya
 4) Moon Bat
 5) 1982(Japan)
1382 1) locker for skis
 2),3) Tadasu Fukano
 4) Hotel White Town
 5) 1974(Japan)
1383 1) company specializing in employee communication
 2) David Lock
 3) Stephen Franks
 4) Dialog Ltd.
 5) 1978(England)
 6) black
1384 1) apparel company
 2),3) Chermayeff & Geismar Associates
 4) Cluett, Peabody & Co.
 5) (USA)
 6) blue
1385 1) construction
 2) John M. Alexander
 3) Kathleen Trainor
 4) Industrial Structures
 5) 1982(USA)
 6) blue
1386 1) magazine title
 2),3) Akisato Ueda
 4) PHP Institute
 5) 1983(Japan)
1387 1) electronic equipment
 2),3) Jack Evans
 4) Adaptive Test
 5) 1983(USA)
 6) blue/silver
1388 1) lighting (manufacturer)
 2),3) Minoru Takahashi
 4) Ushio Spax
 5) 1981(Japan)
1389
 3) Bram Engelse
 4) Intradal
 5) 1975(Netherlands)
 6) blue(Pantone process blue)
1390 1) printing company
 2) Gérard Geyer
 3) Jean Larcher
 4) Le Boxer
 5) 1983(France)
 6) blue/yellow
1391
 3) Jan Hollender
 4) Warmet
 5) 1983(Poland)
1392 1) building material (manufacturer)
 2),3) Takeo Sugaya
 4) Towa Commerce and Industry
 5) 1982(Japan)
1393 1) hotel
 2),3) Allan W. Miller
 4) Baja Inn Hotel
 5) 1979(USA)
 6) orange/violet
1394 1) electric razor
 2) Noboru Abe/Tetsuo Sato
 3) Toshiyasu Nanbu
 4) Matsushita Electric Works

5) 1981(Japan)	5) 1977(Canada)	4) American Baby Cable	6) black／white
1395 1) mobile phone service	1410 1) underground market	5) 1983(USA)	1438 1) magazine title
2) Ichiro Saito	2),3) Akisato Ueda	6) black／white	2),3) Yasuhiko Shibukawa
3) Ichiro Saito／Jiro Minowa	4) Osaka Underground Center	1425 1) computer company	4) Sanwa Publishing
4) Japan Mobile Phone Service	5) 1976(Japan)	2) Jack Weiss	5) 1981(Japan)
5) 1979(Japan)	1411 1) design studio	3) Carter Clock	1439 1) toy(manufacturer)
1396 1) shoe repair	2) Greg Resler	4) Compro	3) István Szekeres
2),3) Mo Lebowitz	3) Mike Leidel	5) 1978(USA)	4) Játékstudio
4) Cobbler's Bench	4) John H. Harland Co.	6) rust	5) 1979(Hungary)
5) 1983(USA)	5) 1982(USA)	1426 1) sporting goods	6) black／gold
6) black	6) green	2) Jack Weiss	1440 1) record title
1397 1) construction, real estate	1412 1) store(fur)	3) Randi Robin	2) Gai Muranaka
2),3) Oanh Pham-Phu	3) Shigetoshi Shibata	4) Steven-Marsh Company	3) Koji Takahashi
4) Prinz von Anhalt	4) Yoshinoto	5) 1978(USA)	4) Victor Invitation
5) 1982(West Germany)	5) 1982(Japan)	6) blue	5) 1983(Japan)
6) blue	1413 1) restaurant	1427 1) boutique	1441 1) off road racing
1398 1) discoteque	2),3) Minoru Takahashi	2) Shigeru Shimooka	feature movie
2) Fernando Rión	4) 1979(Japan)	3) Toyohiko Sugimoto	2) Calvin Woo
3) Frank Carr	1414 1) association of consultant engineers	4) Miki	3) Calvin Woo／Mike Hagstrom
4) Operatec, S.A.	2),3) PVDI	5) 1983(Japan)	4) Dirt
5) 1982(Mexico)	4) Explan	6) black／white	5) 1979(USA)
6) orange(Pantone 65C)／black	5) (Brazil)	1428 1) department store(household utensils)	6) full color／black／white
1399 1) discoteque	1415 1) restaurant(pizza)	2),3) Yoriya Ueda	1442 1) restaurant(fast food)
2) Fernando Rión	2),3) Carlos Rolando	4) Seibu Department Stores	2),3) Carlos Rolando
3) Frank Carr	4) El Forn de la Pizza	5) 1975(Japan)	4) Piscalabis
4) Operatec, S.A.	5) 1981(Spain)	1429 1) magazine title	5) 1975(Spain)
5) 1982(Mexico)	6) green／red／yellow	2),3) Shin Matsunaga	6) black／white
6) orange(Pantone 65C)／black	1416 1) association(bingo)	4) Fashion Current	1443 1) ballet school
1400	2),3) Bruce D. Zahor	5) 1977(Japan)	2) Micheal Richards
2),3) David Gibbs	4) Bingo Buyers Association	1430 1) fashion boutique	3) Bill Swensen
4) Graphic House	5) 1984(USA)	2) Tadao Oonuki	4) The Ballet School at the University of Utah
5) 1978(USA)	6) black／white	3) Muneo Mizumori	5) 1980(USA)
6) black	1417	4) Matsuzakaya	1444 1) mail order(brand)
1401 1) university	3) Daphne Duijvelshoff	5) 1970(Japan)	2),3) Hiro Terao
3) Gerd Fleischmann	4) Aspémar, Brussels	1431 1) private symbol (photographer)	4) Hi-Sense
4) University Bielefeld	5) 1982(Netherlands)	2),3) R & S Baur	5) 1980(Japan)
5) 1982(West Germany)	6) black	4) M. Folliet	1445 1) textile (product packages)
6) blue／yellow／silver	1418 1) movie(title)	5) 1983(Switzerland)	2),3) Masahiro Abe
1402 1) printed matter	2) József Marx	6) black → M36	4) Ichiei
2),3) Herbert Wenn	3) György Kemény	1432 1) computer	5) 1982(Japan)
4) Emhart House publication	4) Hun Garofilm	2),3) Richard Yeager	1446 1) hall
5) 1981(West Germany)	5) 1981(Hungary)	4) Kalbro Computer Corporation	2),3) Calvert Guthrie
6) black／white	6) black／white	5) 1979(USA)	4) Parody Hall
1403 1) railroad	1419 1) design(production)	6) black／white	5) 1982(USA)
2) Velizar Petrov	2),3) Yoriya Ueda	1433 1) management magazine association	6) blue／silver
3) Bulgarian State Railways	4) Nobu	2),3) Norberto Coppola	1447 1) hall
4) 1972(Bulgaria)	5) 1974(Japan)	4) Instituto para la Integración de América Latina	2),3) Calvert Guthrie
1404 1) motor oil	1420 1) trailer rental	5) 1978(Argentina)	4) Parody Hall
2) Tadashi Ishikawa	3) Kenneth Hollick	6) black／red	5) 1982(USA)
3) Kazunari Nishida	4) Commercial Sale & Lease Ltd.	1434 1) anti-nuclear movement	6) marine blue／midnight blue／silver／gray
4) Zen-No	5) 1982(England)	2),3) Anthony O'Hanlon	1448
5) 1980(Japan)	6) red／blue	4) Irishi Anti-Nuclear Movement	2),3) Don Davis
1405 1) information	1421 1) photo studio	5) 1981(Ireland)	4) Carl Matson
2),3) Don Connelly	2) Robert P. Gersin	6) black／red	5) 1974(USA)
4) North American Newstime	3) Scott Bolestridge	1435 1) publication(series)	6) black／gray
5) 1981(USA)	4) Hi-Tech	3) Rosmarie Tissi	1449 1) coffee house
1406 1) swimming pool	5) 1983(USA)	4) Arche Verlag	2),3) Osamu Ogawa
2),3) Tadasu Fukano	6) black／white／magenta	5) 1983(Switzerland)	4) Kanazawa New Grand Hotel
4) Hotel White Town	1422	6) black／red	5) 1973(Japan)
5) 1974(Japan)	2) Renato Gomes	1436 1) garage	1450 1) toy
1407 1) tea room	3) Alicia Marina Osborne	2),3) Lanny Sommese	3) Stephan Kantshceff
2),3) Shuji Torigoe	4) Ziggy Ltda	4) Lemont Garage	4) Mucana Toy Shop
4) Parlour Maupiti	5) 1978(Brazil)	5) 1977(USA)	5) 1972(Bulgaria)
5) 1971(Japan)	6) red	6) black／red → M37	1451
1408 1) fruit and vegetable store	1423 1) frozen food	1437 1) cream	2),3) Don Davis
2),3) Shuji Torigoe	2) Philip J. Turner	2),3) Yasaburo Kuwayama	4) Ven-Dall Corp.
4) Mitsuba Store	3) Eurographic Ltd.	4) Meiji Dairy Industry	5) 1974(USA)
5) 1974(Japan)	4) TFC Foods Ltd.	5) 1974(Japan)	6) green
1409	5) 1977(England)		1452 1) food
2) Gottschalk & Ash International	6) any single color or multicolor		2),3) Koichi Watanabe
3) Stuart Ash	1424		4) Nippon Meat Packers
4) Rolph-McNally Limited	2) P. Cayton		5) 1977(Japan)
	3) Mike Quon		

- 453** 1) discoteque
 2),3) Tsuyoshi Miyake
 4) Sanko
 5) 1977(Japan)
454 1) greeting card
 2),3) Shin Matsunaga
 4) Original One
 5) 1976(Japan)
455 1) photographic annual
 2) Iwao Hosoya
 3) Tadasu Fukano
 4) Canon Selling
 5) 1981(Japan)
456 1) printing company
 2),3) Tony Forster
 4) A. J. Wright & Sons Ltd.
 5) 1980(England)
 6) ocher/dark brown
457 1) discoteque
 2) Akira Chiyoda
 3) Kazumi Fujii
 4) K. F. Japan
 5) 1978(Japan)
458
 2),3) Shigeji Kobayashi
 4) Montparno
 5) 1973(Japan)
459 1) wine
 2) Yasaburo Kuwayama
 3) Hiroshi Iseya
 4) Ushiki Patent Office
 5) 1977(Japan)
 6) purplish red
460 1) boutique
 2),3) Yuji Baba
 4) Haku
 5) 1971(Japan)
461 1) movie
 2),3) Arthur Eckstein
 4) Columbia Pictures
 5) 1973(USA)
 6) red(PMS 192)/blue(PMS 73)
462 1) coffee(manufacturer)
 2) Hakuhodo/Fujiya
 3) Kikugoro Mori/Kazuhiko Murakami
 4) Fujiya
 5) 1983(Japan)
463 1) textiles
 2),3) Michio Ogura
 4) Osaka Young Brothers
 5) 1981(Japan)
464 1) restaurant
 2),3) Fay Medina/Marisa Diez Enkin
 4) Restaurant Fogao
 5) 1980(Mexico)
 6) green
465 1) title of a magazine
 2) article
 3) Shigo Yamaguchi
 4) Swing Journal Co.,Ltd.
 5) 1976(Japan)
466 1) food company
 2) Frank Memelsdorff
 3) Carlos Rolando
 4) Bagley
 5) 1977(Spain)
 6) red/white
467 1) T-shirt
 2) Eiichi Sakai
 3) Akisato Ueda
 4) Otabe
 5) 1980(Japan)
- 1468** 1) publicity company
 2),3) Jack Evans
 4) Promotional
 5) 1979(USA)
1469 1) fast-food restaurant
 2) Gai Muranaka
 3) Koji Takahashi
 4) Blue Train
 5) 1982(Japan)
1470 1) snack bar
 3) Yasunori Satake
 4) Knight
 5) 1974(Japan)
1471 1) golf club
 2),3) Toshiyasu Nanbu
 4) Kiwa Country Club
 5) 1977(Japan)
1472 1) automobile accessories(manufacturer)
 2) Jack Evans
 4) Automotive Products, Inc.
 5) (USA)
1473 1) magazine title
 3) Kaoru Iida
 5) 1980(Japan)
1474 1) sports shop
 2),3) Beppe Benenti
 4) Dalmasso Sport
 5) 1980(Italy)
 6) red/yellow
1475 1) advertising agency
 2),3) Steve Shelden
 4) Sanelli, Theis & Wurmser
 5) 1980(USA)
 6) embossed
1476 1) cake(manufacturer)
 2),3) Teruo Fujishige
 4) Francois
 5) (Japan)
1477 1) private symbol(artist)
 2),3) Masayuki Yano
 4) Discomate Record
 5) 1978(Japan)
1478 1) private symbol(singer)
 2) Shigeru Yamaoka
 3) Kazuo Kanai
 4) Chiharu Matsuyama
 5) 1980(Japan)
1479 1) pub
 3) Muneo Mizumori
 4) Jean Jean
 5) 1975(Japan)
1480 1) publication(trade magazine)
 2),3) Yoshihiro Yoshida
 4) Japan Shoemaking League
 5) 1976(Japan)
1481 1) books
 2),3) Akisato Ueda
 4) PHP Institute
 5) 1974(Japan)
1482 1) sporting goods (campaign)
 3) Masahiro Shimizu
 4) Mitsuswa Tiger
 5) 1974(Japan)
1483 1) food company
 2) Jerry L. Martin
 3) Dennis McKee
 4) Nutro Products, Inc.
 5) 1976(USA)
 6) black/yellow/orange
1484 1) cake
 2),3) Akisato Ueda
- 4) Ryssle Jelly
 5) 1980(Japan)
1485 1) restaurant
 2),3) David Bullock
 4) Sal's Pizzaroma
 5) 1980(USA)
 6) red/black
1486 1) school
 2),3) Don Davis
 4) BHE Community Arts
 5) 1978(USA)
 6) gray
1487 1) printing
 2),3) Don Davis
 4) Bill Miller
 5) 1976(USA)
 6) dark brown/gray
1488 1) campaign
 2) Takeshi Sakurai
 3) Hideko Sakato
 4) Fujiya
 5) 1981(Japan)
1489 1) men's wear(sales)
 2),3) Masahiro Abe
 4) Three Nine Morishige
 5) 1976(Japan)
 6) ocher(DIC 340)
1490 1) textiles
 2),3) Akira Hirata
 4) World
 5) 1976(Japan)
1491 1) liquor
 2),3) Eduardo A. Cánovas
 4) Sava
 5) 1979(Argentina)
 6) black
1492 1) school(music)
 2) Keith Murgatroyd
 3) Tony Forster
 4) Royal Northern College of Music
 5) 1973(England)
 6) violet/black
1493 1) special school
 3) Werner Schneider
 4) Sektkellerei
 5) 1981(West Germany)
 6) black/white
1494 1) alcoholic liquor
 2),3) Eduardo A. Cánovas
 4) Sava
 5) 1980(Argentina)
 6) black → C147
1495 1) ecological product
 2) Henri Damia
 3) Jean Larcher
 4) La Taste
 5) 1981(France)
 6) gold
1496 1) packaging
 2),3) Tadasu Fukano
 4) Package Boutique Jack and Betty
 5) 1974(Japan)
1497 1) hotel
 2),3) Yoshihiro Yoshida
 4) Hotel New Yunohama Resort
 5) 1979(Japan)
1498 1) cafe
 2),3) Teruo Fujishige
 4) Mozart Konditorei Café
 5) 1977(Japan)
1499
 2) Koichi Nakai
- 3) Tetsuo Togasawa/Ichiro Nakai
 4) Grace
 5) 1982(Japan)
 6) wine color
1500 1) bookstore
 2),3) Kazuo Oono
 4) Fujimido
 5) 1972(Japan)
1501 1) printed matter
 2) Robert Gerbault
 3) Jean Larcher
 4) Imprimerie-Papeterie de la Sumène
 5) 1983(France)
 6) brown
1502 1) restaurant
 2),3) Steve Allen
 4) Hilton Inn
 5) 1981(USA)
1503 1) interior
 2),3) Othmar Motter
 4) Comtesse-Gardinen
 5) 1974(Austria)
 6) black/white
1504
 2),3) Morteza Momayez
 4) An Iranian Film
 5) 1975(Iran)
 6) black/white
1505 1) private symbol (graphic designer)
 2),3) Charlotte Potts
 4) Charlotte Potts
 5) 1976(USA)
 6) black
1506
 2),3) Franco Maria Ricci
 4) Oece
 5) 1982(Italy)
 6) black/white
1507 1) real estate
 2) John Follis
 3) Jean-Claude Muller
 4) Ratkovich, Bowers, Inc.
 5) 1980(USA)
 6) black/blue
1508 1) credit card
 2),3) Claude Dieterich
 4) Gourmet Club
 5) 1979(Peru)
 6) brown
1509 1) market
 2),3) Milton Glaser
 4) Heartland Market/American Food Service Corp.
 5) 1983(USA)
 6) blue/red
1510 1) food(manufacturer)
 2) Monica Morales
 3) Leticia Fierro
 4) Patricia Quintana
 5) 1982(Mexico)
 6) blue(Pantone 294)
1511 1) furrier
 3) Carlo Malerba
 4) Massimo Perotti
 5) 1977(Italy)
1512 1) wood and tool shop
 2),3) Frances Ullenberg
 4) Punkin Hollow Wood and Tool Shop
 5) 1982(USA)
 6) black/white
1513 1) advertising agency

2),3) Kazuo Oono
4) Tokyu Agency
5) 1979(Japan)
1514 1) shoe(manufacturer)
2) Nobuyoshi Nakanishi
3) Yoshio Hirano
4) Achilles
5) 1979(Japan)
1515 1) cosmetic
2) The Planning Department of
the Head Shop of Yanagiya
3) Yoshihiro Kishimoto
4) The Head Shop of Yanagiya
5) 1982(Japan) → C141
1516 1) cigarette
2),3) Oanh Pham-Phu
4) Philip Morris
5) 1980(West Germany)
1517 1) cocktail(label)
3) Eiko Sakata
4) Suntory
5) 1983(Japan)
1518
2) Jurek Wajdowicz
3) Ted Szumilas／Jurek
Wajdodwicz
4) Innocenta Fashion Designer
5) 1981(USA)
6) silver
1519 1) entertainment
(exhibition)
2),3) Shunji Kanda
4) Aron Chemical Synthesis
5) 1980(Japan)
6) blue(M10 + C100)
1520 1) printed matter
2) Yoshiharu Ito
3) Muneo Mizumori
4) Nagasakiya
5) 1979(Japan)
1521 1) apartment house
2),3) Kazuo Oono
4) Marubeni
5) 1978(Japan)
1522 1) jeweler
2) Ove Engström
3) Torgny Gustavsson
4) Jeweller's
5) 1981(Sweden)
6) black／silver
1523 1) women's
designerwear
2),3) Toshiyasu Nanbu
4) Mode Pink
5) 1977(Japan)
1524 1) private
symbol(fashion model)
2) Martin Nunn
3) Tony Foster
4) Barbara Lakeman
5) 1977(England)
6) brown
1525 1) private
3) Iwao Yamaguchi
4) Yoshiharu Suzuki
5) 1981(Japan)
1526
2),3) Arthur Echstein
4) Gold Seal Riviera
Corporation
5) 1979(USA)
6) red(PMS 185)
1527
2),3) Henri-Paul Bronsard
4) Casavant et Frères Limitée

5) 1978(Canada)
6) burgundy
1528 1) hotel
2),3) Claude Dietrich
4) Hotel Crillon
5) 1980(Peru)
1529 1) association(children
adoption)
2),3) Henri-Paul Bronsard
4) Organism Bénévole d'
Adoption d'Enfants
5) 1982(Canada)
6) orange
1530 1) cosmetics
(manufacturer)
2) Yoshihiro Yoshida
3) BEU Co.,Ltd.
4) 1980(Japan)
1531 1) poster
2) Lotus Engel
3) Jean Larcher
4) Palm
5) 1983(France)
6) white／gray
1532 1) hotel(cafeteria)
2),3) Claud Dietrich
4) Hotel Crillon
5) 1980(Peru)
1533
2),3) Joseph M. Bass
4) Decorative Laminates Ltd.
5) 1970-83(Israel)
1534 1) restaurant
2),3) Claude Dietrich
4) La Crêperie
5) (Peru)
1535 1) restaurant
2) Gottschalk & Ash
International
3) Peter Adam
4) Griffin's Restaurant
5) 1980(Canada)
1536 1) furniture store
2),3) Tsuyoshi Miyake
4) Katayama Kaguten
5) 1977(Japan)
1537 1) clothing(brand)
2) Syozo Murase
3) Jun Yoshida／Toshinori
Nozaki
4) Tulip Minoya
5) 1979(Japan)
1538 1) lounge
2),3) Tadasu Fukano
4) Shimoda Prince Hotel
5) 1973(Japan)
1539 1) boutique
3) Masahiro Shimizu
4) Jurie
5) 1982(Japan)
1540 1) music
2),3) Stein Davidsen
4) Hornaas Musikk
5) 1980(Norway)
6) black
1541 1) dry goods store
2),3) Syuji Torigoe
4) Hanezawayaya
5) 1981(Japan)
1542 1) art gallery
2) Ziane
3) Jean Larcher
4) Orient Gallerie
5) 1983(France)
6) yellow／red

1543 1) church
2),3) Manfred Wutke
4) St. Bonifaz Church
5) 1980(West Germany)
6) brown
1544 1) textiles
2) Yukio Ishihara
3) Masahiro Shimizu
4) Thomas Itooka Co.,Ltd.
5) 1975(Japan)
1545 1) club
2) Renato Gomes
3) Eduardo Monteiro
4) Jazz Mania
5) 1983(Brazil)
6) gray
1546 1) private symbol
(entertainer)
2) Joe Vera
3) Hector Sanchez
4) Peerless Records
5) 1980(Mexico)
1547
2) Renato Gomez
3) Nato Gomez
4) Fios e Formas
5) 1983(Brazil)
6) blue
1548 1) clothing(children's
fashion shop)
3) Nair Iannibelli／Luiz Carlos
Boeckel
4) Carolina Baby
5) 1983(Brazil)
1549 1) framing shop
2),3) Jean Larcher
4) Marie-Louise
5) 1982(France)
6) black／white
1550 1) restaurant
2) Alain Escot
3) Jean Larcher
4) La Boite Aux Lettres
5) 1983(France)
6) light brown
1551 1) antique shop
2),3) Jean Larcher
4) L'Etendard
5) 1983(France)
6) brown
1552 1) cultural association
2) Lotus Engel
3) Jean Larcher
4) Palm
5) 1983(France)
6) brown
1553 1) pen collector's club
2) Lionel Van Cleem
3) Jean Larcher
4) Club Des Collectionneurs De
Plumes Et Object D'Écritures
5) 1982(France)
6) black／white
1554
2) Jerry L. Martin
3) Constance Chavez
4) Harris' Company
5) 1982(USA)
6) black
1555 1) mens clothing
2),3) Othmar Motter
4) Beck Herrenmoden
5) 1981(Austria)
6) black／white
1556 1) florist

3) Yoshikatsu Tami
4) Sonogi
5) 1982(Japan)
1557 1) confectionery
2),3) Yasumasa Oka
4) Bonforét
5) 1980(Japan)
1558 1) shopping center
2) Yoshihiro Saito
3) Shigo Yamaguchi
4) Sunshine City
5) 1981(Japan)
1559 1) theatre
2) Goran Cvetković
3) Jovica Veljović
4) Raskorak for performance
"Rašomon"
5) 1983(Yugoslavia)
6) red
1560 1) theatre
2) Goran Cvetković
3) Jovica Veljović
4) Raskorak
5) 1982(Yugoslavia)
6) purple
1561 1) boutique
2) Shigeru Shimooka
3) Shigeru Shimooka／Masanobu
Watanabe
4) Miki Corp.
5) 1983(Japan)
1562 1) publication
2),3) Gerd Leufert
4) Titular
5) 1977(Venezuela)
6) black
1563 1) design studio
2) Bob Ferguson
3) Guy Giunta
4) The Graphic Eye
5) 1982(USA)
6) white／black
1564 1) men's haberdashery
2),3) Fumio Koyoda
4) Sanwa Seŋi Co.,Ltd.
5) 1973(Japan)
1565
2),3) Cliff Chandler
4) John H. Harland Co.
5) 1983(USA)
1566 1) paper made tableware
2),3) Guy Giunta
4) Hallmark Cards, Inc.
5) 1982(USA)
6) black
1567 1) title of a magazine
article
2),3) Shigo Yamaguchi
4) Swing Journal Co.,Ltd.
5) 1982(Japan)
1568 1) fashion show
2) Kansai Yamamoto
3) Shigo Yamaguchi
4) Kansai Super Studio
5) 1979(Japan)
1569 1) information bulletin
2) Moriyoshi Iijima
3) Kaoru Kasai
4) Japan Travel Bureau Co.,Ltd.
5) 1974(Japan)
1570 1) paper products
2) Keiichi Takahashi
3) Toshio Fukuyama
4) Daiichi Shiko
5) 1983(Japan)

- 1571** 1) Japanese Exhibition
n Hong Kong
3) Yoko Shindo
4) Yoko Shindo
5) 1982(Japan)
1572 1) Japanese Exhibition
n Hong Kong
3) Yoko Shindo
4) Yoko Shindo
5) 1982(Japan)
1573 1) Japanese Exhibition
n Hong Kong
3) Yoko Shindo
4) Yoko Shindo
5) 1982(Japan)
1574 1) boutique
2) Gai Muranaka
3) Koji Takahashi
4) Michelangelo
5) 1983(Japan)
1575
3) H. J. Burgert
4) H. J. Burgert
5) 1983(West Germany)
6) black
1576 1) title of a magazine
article
2),3) Shigo Yamaguchi
4) Swing Journal Co.,Ltd.
5) 1977(Japan)
1577 1) accoustics(campaign)
2) Syuichi Kanamori
3) Shigo Yamaguchi
4) Matsushita Denkisangyo
Co.,Ltd.
5) 1979(Japan)
1578 1) confectionery
2),3) Shigeichi Umemura
4) Quatre Quarts
5) 1979(Japan)
1579 1) paper products
2) Keiichi Takahashi
3) Toshio Fukuyama
4) Daiichi Shiko
5) 1983(Japan)
1580 1) paper products
2) Keiichi Takahashi
3) Toshio Fukuyama
4) Daiichi Shiko
5) 1983(Japan)
1581 1) paper products
2) Keiichi Takahashi
3) Toshio Fukuyama
4) Daiichi Shiko
5) 1983(Japan)
1582 1) restaurant
2) Jack Weiss
3) Lisa Nakamoto
4) Elvord's Restaurant
5) 1983(USA)
6) burgundy(PMS 187)/
pink(PMS 162)
1583 1) restaurant
2),3) Oanh Pham-Phu
4) Verace GmbH
5) 1983(West Germany)
6) green/burgandy/red
1584 1) hospital
2) Robert P. Gersin
3) Ken Cooke
4) Brooklyn Hospital
5) 1976(USA)
1585 1) printed matter
(calendar)
2),3) Shigo Yamaguchi
4) Swing Journal Co.,Ltd.
5) 1983(Japan)
1586 1) sugar(package)
2) Takako Nakagaki
3) Akira Sanada
4) Azuma Co.,Ltd.
5) 1983(Japan)
1587 1) soap product
2) Philip J. Turner
3) Eurographic Ltd.
4) Talbex Exports Ltd.
5) 1977(England)
6) black/light yellow
1588 1) sanitary products
2) Hiroshi Matsumoto
3) Ikuo Masubuchi
4) Anne
5) 1983(Japan)
1589 1) watch(brand)
3) Yuji Baba
4) Hattori Seiko Co.,Ltd.
5) 1983(Japan)
1590 1) tapestry fabrics
2),3) Ricardo Salas
4) Acabados Texmelucan, S.A.
5) (Mexico)
6) vermillion
1591 1) manufacturer of
office wear
2),3) Kazuyoshi Miyata
4) Newwork Co.,Ltd.
5) 1982(Japan)
6) gold
1592 1) restaurant
2) Mitsuo Ishida
3) Eiji Tanaka
4) Lutece
5) 1973(Japan)
1593 1) title of a magazine
article
2) Shigo Yamaguchi
3) Shigo Yamaguchi/Toshiko
Nagano
4) Swing Journal Co.,Ltd.
5) 1983(Japan)
1594 1) clothing(jeans)
2) Shigeo Ohashi
3) Yutaka Mitani
4) Takaya Shoji
5) 1978(Japan)
1595 1) disco(club)
2),3) Tony Forster
4) Musique
5) 1979(England)
6) bright pink
1596 1) bag
2) Shohei Ide
3) Yasumasa Oka
4) Hoko-sha
5) 1980(Japan)
1597 1) sandwich shop
2),3) Yoshihiro Yoshida
4) Napoli Group
5) 1982(Japan)
1598 1) electric appliances
2) Mitsuru Ikegami
3) Susumu Kajikawa
4) NEC Corporation
5) 1983(Japan)
6) blue
1599 1) pork industry
2),3) Rinald Cutini
4) Fiorucci
5) 1975(Italy)
6) pink/brown
1600 1) private symbol
2),3) Kazuo Ono
4) Yoko Chichii
5) 1981(Japan)
1601 1) food
3) Shin Matsunaga/Kyoji
Nakatanai
4) Meiji Seika Co.,Ltd.
5) 1973(Japan)
1602 1) sports event
2) Ryoichiro Torii
3) Kazuo Kanai
4) Kagome Shokuhin
5) 1981(Japan)
1603 1) title of a magazine
article
2),3) Shigo Yamaguchi
4) Swing Journal Co.,Ltd.
5) 1977(Japan)
1604 1) food center
2) Teruo Fujishige
3) Teruo Fujishige/Tadashi
Chabayashi
4) HISACY
5) 1983(Japan)
1605 1) centennial
anniversary
3) Abram Games
4) Gestetner Ltd.
5) 1980(England)
6) blue
1606 1) restaurant
2),3) Richard Wittosch
4) Red Hot Express, Inc.
5) 1978(USA)
6) red/gold
1607 1) private symbol(artist)
2),3) Masayuki Yano
4) Polystar Records
5) 1982(Japan)
1608
2),3) Don Davis
4) Don Davis
5) 1973(USA)
6) bright red/violet
1609 1) printed
matter(calendar)
2),3) Shigo Yamaguchi
4) Swing Journal Co.,Ltd.
5) 1980(Japan)
1610 1) publication
2) Yoshitake Komoriya
3) Masayoshi Teraguchi
4) Kobe-Shinbun Marketing
Center
5) 1978(Japan)
1611 1) promoter rock and roll
3) Shigo Yamaguchi
4) Horikoshi Shoji
5) 1976(Japan)
1612 1) coffee shop and pub
2) Yasumasa Oka
3) Yasumasa Oka/Milk Oka
4) Cheek to Cheek
5) 1978(Japan)
1613 1) audio(campaign)
3) Yoshimitsu Kato
4) Yamaha
5) 1979(Japan)
1614 1) campaign(concert)
2) Micheal Richards
3) Michael Mabry
4) Associated Students Univ.
of Utah
5) 1978(USA)
1615
2),3) Joseph D. Waller
4) Shear Sensations
5) 1980(USA)
6) black
1616 1) discoteque
2) Joe Vera
3) Joe Vera/Francisco Tellez
4) Nepentha International
5) 1977(Mexico)
6) red/black
1617 1) health equipment
2) Noboru Abe/Tetsuo Sato
3) Toshiyasu Nanbu
4) Matsushita Electric Works, Ltd.
5) 1982(Japan)
1618 1) record
2),3) Masayuki Yano
4) CBS Sony
5) 1979(Japan)
1619 1) restaurant
2) Brian Tankard
3) Tony Forster
4) The Old Hall Hotel
5) 1977(England)
6) black
1620 1) publication
2),3) Carlos Rolando
4) Granica Editor
5) 1978(Spain)
6) black/white
1621 1) bar
2) Osamu Ogawa
3) Yuji Kawachi
4) Kanazawa New Grand Hotel
5) 1973(Japan)
1622 1) men's fashion
2) Shunji Niinomi
3) Tetsuharu Mabuchi
4) Polfin Co.,Ltd.
5) 1974(Japan)
1623 1) hotel
2) Ola Rolén
3) Kurt Netzler
4) Hotel Selma Lagerlof
5) 1980(Sweden)
6) dark green
1624 1) title of a magazine
3) John Stevens
4) Sign Craft Magazine
5) 1983(USA)
1625 1) newspaper
2) Rose Baney
3) Joseph Churchward
4) The Evening Post
5) 1983(New Zealand)
6) black/white
1626 1) printing
2) Alain Escot
3) Jean Larcher
4) Imprimerie Pantinoise
5) 1983(France)
6) gray
1627 1) clothing(men's shop)
2),3) Tetsuya Ota
4) Wales
5) 1981(Japan)
6) crimson
1628 1) food
2) Gérard Geyer
3) Jean Larcher
4) Firino-Martell
5) 1981(France)
6) brown
1629 1) clothing(men's

fashion)
2) Shunji Niinomi
3) Tetsuharu Mabuchi
4) Polfin Co.,Ltd.
5) 1975(Japan)
1630 1) publication
2),3) Stephan Kantscheff
4) Bossyr
5) 1972(Bulgaria)
1631
2),3) Stephan Kantscheff
4) Rodopa
5) 1970(Bulgaria)
1632
2),3) Keijiro Ozumi
4) Joli Chapeau
5) 1982(Japan)
1633 1) manufacturer of baby products
2),3) Eduardo A. Canovas
4) Bebesit S.A.
5) 1980(Argentina)
6) violet
1634 1) institute(publication)
2),3) Giovanni Brunazzi
4) GESBE, Bergamo
5) 1976(Italy)
1635 1) private symbol (designer)
3) Miloš Ćirić
4) Miloš Ćirić
5) 1971(Yugoslavia)
1636 1) communication design & planning company
2) Jack Weiss
3) Randi Robin
4) Jack Weiss Associates, Inc.
5) 1980(USA)
6) blue/red/yellow/gray
1637 1) private symbol(stylist)
2),3) Minato Ishikawa
4) Masami Nakamura
5) 1975(Japan)
6) red/green
1638 1) leisure time equipment
2) Shnji Niinomi
3) Tetsuharu Mabuchi
4) Actum
5) 1982(Japan)
1639 1) building company
3) Peter Skalar
4) Vegrad
5) 1982(Yugoslavia)
6) black/brown
1640 1) art supplies
2),3) Tor Pettersen
4) Boardroom Paper and Board Storage System
5) 1974(England)
6) brown
1641 1) cosmetic products
2) Robert P. Gersin
3) R. Vanderberg
4) Shiseido Ltd.
5) 1982(USA)
6) silver
1642
2) Tom Lewis
3) Linda Roberts/Ann von Gal
4) Resource One
5) 1983(USA)
1643 1) bar restaurant
2) Yasaburo Kuwayama
3) Takaaki Yoshinobu

4) Gontran
5) 1978(Japan)
1644
3) Carlo Malerba
4) Luigi Bosca & F. spa
5) 1973(Italy)
1645 1) bar
2),3) Tadasu Fukano
4) Hotel New Otani
5) 1974(Japan)
1646 1) cosmetics
2),3) Katja Zelinka
4) Naj Naj Cosmetics
5) 1980(Yugoslavia)
6) violet
1647 1) bar
2),3) Tadasu Fukano
4) Naeba Prince Hotel
5) 1973(Japan)
1648 1) night club
2),3) Tadasu Fukano
4) Hotel Whitetown
5) 1974(Japan)
1649 1) ski club
2),3) Minato Ishikawa
4) Keio University
Demonstration Ski Club
5) 1980(Japan)
1650 1) toys
2) Philip J. Turner
3) Eurographic Ltd.
4) Brenda Falconer
5) 1977(England)
1651 1) newspaper
2),3) Henri-Paul Bronsard
4) SODEP Inc.
5) 1974(Canada)
6) blue
1652 1) musical exhibition
3) Ricardo Blanco
4) Expomusica
5) 1977(Argentina)
6) green/red
1653 1) title of a magazine article
2) Isao Kusumi
3) Kenzo Nakagawa/Takashi Miyoshi
4) Magazine "Good Days"
5) (Japan)
1654 1) musical instrument(keyboard)
2),3) Shigeo Katsuoka
4) Nihon Gakki Seizo Co.,Ltd.
5) 1982(Japan)
1655 1) hotel
2),3) Tadasu Fukano
4) Hotel Whitetown
5) 1974(Japan)
1656
3) Jan Hollender
4) Elton
5) (Poland)
1657 1) construction(survey)
2) Ray Engle
3) Shannon Heiman
4) Southern California Edison Company
5) 1981(USA)
6) black
1658 1) food(seasoning)
2) Osamu Kato
3) Tsuyokatsu Kudo
4) Takeda Yakuhin Kogyo Co.,Ltd.
5) 1980(Japan)

1659 1) food(seasoning)
2) Osamu Kato
3) Tsuyokatsu Kudo
4) Takeda Yakuhin Kogyo Co.,Ltd.
5) 1980(Japan)
1660 1) cake(package)
2),3) Hidemichi Yamao
4) Sun Merry Co.,Ltd.
5) 1979(Japan)
1661 1) candy
2) Iwao Miyanaga
3) Yasaburo Kuwayama
4) Meiji Seika Co.,Ltd.
5) 1974(Japan)
6) black/white
1662 1) clothing(shop)
2),3) Stephan Kantscheff
4) Zubige Dorbutin
5) 1982(Bulgaria)
1663 1) printing company
2),3) Ernesto Lehfeld
4) Industrial Papelera Nacional
5) 1975(Mexico)
6) PMS 403
1664
2),3) Klaus Schmidt
4) Chardou
5) 1981(England)
1665 1) slogan
2),3) Jan Rajlich
4) Cesky Svaz Vyrobnich Druzstev Prague
5) 1978(Czechoslovakia)
1666
3) H. J. Burgert
4) 1971(West Germany)
6) black
1667
2) Michael Baviera
3) Rudi Baur
4) Seba Cliché & Offset
5) 1976(Switzerland)
6) yellow
1668 1) imported interior goods & gift shop
2),3) Akira Fukuda
4) Unisupply Ltd.
5) 1983(Japan)
1669 1) interior(storm door & window retailer)
2) Jack Weiss
3) Diana Lifton
4) The Bockman Company
5) 1979(USA)
6) silver
1670 1) shopping center
2),3) Takenobu Igarashi
4) Komatsubara Kenshu Jigyodan Co.,Ltd.
5) 1982(Japan)
1671 1) printing
2),3) Toshiyasu Nanbu
4) Unick Co.,Ltd.
5) 1972(Japan)
1672 1) interior design
3) Ricardo Blanco
4) Impacto S.A.
5) 1977(Argentina)
6) green
1673 1) record jacket
2) Sadayuki Masuda
3) Takenobu Igarashi
4) Canyon Records Inc.
5) 1982(Japan)
1674 1) record jacket

2) Sadayuki Masuda
3) Takenobu Igarashi
4) Canyon Records Inc.
5) 1982(Japan)
1675 1) coffee distributor
2),3) Raul Shakespear/Ronald Shakespear
4) Cafetal SAIC
5) 1976(Argentina)
6) brown
1676 1) printing
2),3) PVDI
4) Imprinta Fotocomposicao e Off-set
5) 1971(Brazil)
1677
2),3) Matjaz Vipotnik
4) Andrea Jakil spa
5) 1979(Yugoslavia)
6) black
1678 1) audio visual group
2),3) Tony Forster
4) Multi Media Services International
5) 1983(England)
6) blue
1679 1) book store
3) Fernando Medina
4) Peter Bach
5) 1983(Spain)
6) orange/red
1680 1) title of a magazine article
2) Shigo Yamaguchi
3) Toshiko Nagano
4) Swing Journal Co.,Ltd.
5) 1983(Japan)
1681 1) title of a publication article
2),3) Shigo Yamaguchi
4) Swing Journal Co.,Ltd.
5) 1983(Japan)
1682 1) department store
2) Hidehiko Inui
3) Osamu Oto
4) Seibu Dept. Store
5) 1982(Japan)
1683 1) department store(accessories shop)
2) Yoriya Ueda
3) Hidekazu Honda
4) Seibu Dept. Store
5) 1980(Japan)
1684 1) food(delicatessen)
2),3) Georg Staehelin
4) Delicatessen Zur Münz
5) 1980(Switzerland)
6) dark green/pink
1685 1) gift shop
2),3) Chermayeff & Geismar Associates
4) Truc, Inc.
5) (USA)
6) black
1686 1) junk dealer
2),3) Lanny Sommese
4) Joe Junk
5) 1982(USA)
6) blue/white

214

Category Index

associations (unions／academic societies)
20,23,24,57,98,318,325,343,419,453,511,668,715,801,883,895,957,996,1002,1006,1014,1049,1092,1168,1221,1257,1266,1281,1326,1410,1414,1416,1433,1434,1529,1545,1552,1553

public agencies (government／research institutes)
64,74,176,230,279,387,396,407,415,421,459,505,644,1024,1037,1222

foundations
43,91,564,681

agricuitue／forestry／fisheries (gardening)
980,1033,1046,1047,1138,1351,1556

industry
30,90,188,377,390,445,495,526,684,758,760,824,848,945,1050,1066,1071

mechanical industry
44,49,66,242,292,310,369,427,452,504,611,675,716,791,796,797,798,799,822,830,833,834,930,966,1139,1291,1309

automobiles
4,59,77,79,99,175,313,334,348,350,367,370,378,457,467,491,518,538,626,639,690,694,700,721,729,730,867,877,949,974,1051,1072,1145,1295,1367,1370,1420,1472

electrical machinery and appliances
85,125,180,212,222,224,346,371,372,507,542,702,720,733,734,744,756,766,806,828,836,851,853,856,863,871,952,1177,1196,1387,1388,1394,1598,1617

chemical industry
3,21,96,134,385,516,572,762,765,861,899

metals (industrial)
55,80,140,254,322,704,746,844,886,998,1129,1686

petroleum
33,47,51,76,282,382,764,908,909,1064,1404

plastics
26,192,193,440,701,743,817

glass
58,124,214,1141

textiles (clothing)
7,39,97,106,119,156,186,281,317,331,335,366,418,463,485,488,502,508,520,549,563,566,573,575,628,640,666,687,728,749,769,783,795,811,860,862,868,880,882,899,902,907,911,915,917,929,983,1005,1018,1036,1063,1067,1087,1091,1118,1119,1122,1143,1151,1159,1173,1183,1191,1198,1226,1229,1240,1248,1255,1270,1272,1280,1285,1313,1325,1348,1366,1381,1384,1412,1427,1445,1460,1463,1466,1489,1490,1511,1523,1537,1539,1541,1544,1548,1555,1561,1564,1574,1590,1591,1594,1622,1627,1629,1662

leather goods
195,220,239,260,316,731,869,897,1083,1085,1132,1262,1343,1396,1514,1596

electronics industry (computer)
5,103,108,151,209,236,238,245,267,374,376,439,559,633,678,683,691,705,707,708,709,741,906,944,947,1114,1425,1432

construction (building material／public works)
1,81,94,135,217,232,363,389,464,580,588,615,618,619,621,750,898,1178,1389,1392,1397,1512,1639,1657

engineering
46,268,604

light and heat (energy)
446,717

art／curio／pottery (ceramic)
69,170,179,494,610,752,889,890,1120,1336,1549,1551

interior design
37,73,162,178,246,309,437,438,620,627,643,693,794,803,842,845,922,941,960,968,1126,1135,1172,1176,1503,1536,1668,1669,1672

stationery . office supplies
60,65,137,168,307,327,723,816,928,1149,1163,1320

toys
191,1152,1268,1379,1439,1450,1633,1650

food
10,133,141,160,164,201,256,284,294,306,308,319,339,340,416,504,554,583,584,585,658,670,712,722,824,825,841,874,891,901,918,919,942,975,1003,1017,1025,1026,1034,1057,1127,1140,1146,1150,1154,1164,1212,1269,1282,1290,1298,1299,1323,1349,1352,1408,1423,1437,1452,1465,1483,1510,1599,1601,1604,1628,1658,1659,1684

liquors／tobacco
229,296,393,481,688,1015,1175,1200,1201,1304,1335,1459,1491,1494,1516,1517

confectionery
54,303,515,550,664,679,778,925,955,1028,1038,1121,1158,1190,1259,1476,1484,1557,1578,1592,1660,1661

beverages (coffee, tea, soda)
143,146,290,713,926,1040,1079,1462,1675

manufactured goods
219,299,332,359,360,392,401,490,496,499,527,608,661,804,878,903,910,940,1030,1111,1116,1230,1324,1495,1589,1665

corporations／trade
53,68,72,147,155,223,249,545,646,651,672,839,850,865,1104,1105

banks (bank／credit unions)
6,8,25,388,395,544,565,682,725,745,1113,1169,1193,1220,1224,1508

real estate／housing
62,120,617,718,881,892,946,1069,1186,1293,1436,1507,1521

precious metals／jewelry
183,185,248,489,961,1062,1089,1218,1231,1247,1522

educational systems／cultural facilities
14,121,273,587,767,805,894,997,1008,1009,1192,1235,1401,1443,1446,1447,1486,1492,1493,1649

museum (art gallery)
1078

religion (temples／churches)
924,1170,1209,1543

hospitals
206,932,982,1584

medical
93,200,243,286,304,326,368,425,443,711,807,832,1000,1130,1344

beauty parlor (barbershop)
114,479,1053,1156,1374,1375

cosmetics
116,341,480,671,757,855,1128,1515,1530,1641,1646

daily necessities
216,231,233,293,648,1039,1055,1134,1588

leasing
287,823

consultants
2,104,458,469,719,956

development programs
163,196,197,208,210,215,244,258,271,291,328,436,462,487,506,577,589,590,616,667,674,689,692,740,742,859,957,1042,1099,1188,1225,1350,1383,1611

investments
67,255,492

insurance (guarantee)
190,386,1378
department stores (supermarkets／shop-ping centers)
50,83,126,132,138,173,174,194,198,234,298,344,361,391,402,411,424,474,478,484,525,540,641,663,697,710,748,775,776,843,914,937,938,959,973,1023,1054,1112,1144,1160,1207,1261,1306,1314,1347,1360,1371,1373,1428,1430,1509,1558,1670,1680,1682,1683

restaurants／cafes／snack bars
122,142,301,333,336,338,342,347,349,412,433,460,465,477,510,561,595,601,602,603,605,606,622,637,659,669,698,774,793,820,858,950,1020,1027,1035,1056,1058,1059,1102,1103,1117,1133,1165,1179,1181,1189,1202,1208,1217,1250,1239,1245,1254,1256,1263,1267,1275,1284,1307,1311,1317,1322,1338,1341,1353,1357,1359,1364,1377,1407,1413,1415,1442,1449,1464,1469,1470,1479,1485,1498,1502,1534,1535,1550,1582,1583,1597,1606,1612,1619,1621,1643,1645,1647,1648

hotels／inns／resorts
15,129,154,430,500,593,654,753,770,787,802,854,913,939,979,1045,1095,1110,1203,1244,1316,1346,1382,1393,1406,1497,1528,1532,1538,1623,1655

cinema／theater
144,300,353,398,755,782,788,903,978,989,994,1068,1098,1108,1236,1376,1418,1441,1461,1559,1560

Category Index

music (sound apparatus)
56,100,130,182,197,259,262,312,337,351,362,432,470,
472,512,531,532,574,592,600,634,655,763,887,927,963,
983,1052,1204,1252,1253,1278,1319,1332,1342,1440,1540,
1577,1613,1618,1654,1673,1674,1678

**recreational centers (zoos/botanical gar-
dens)**
1148,1339,1398,1399,1453,1457,1595,1616,1637

sports/sporting goods
41,45,48,61,113,123,158,171,365,422,486,547,567,571,
576,647,653,656,736,784,815,835,873,933,943,951,971,
984,987,988,1060,1073,1074,1075,1081,1082,1097,1161,
1167,1210,1215,1246,1328,1369,1426,1471,1474,1482

photography (photo studios)
89,253,277,314,356,350,442,696,735,838,1084,1088,
1107,1143,1300,1421

printing/paper (packaging materials)
12,70,139,145,157,166,177,225,226,227,228,455,519,
534,543,582,613,623,624,635,645,657,662,732,777,
840,893,916,964,1070,1166,1187,1214,1223,1264,1292,
1296,1301,1402,1390,1454,1456,1487,1496,1501,1520,1531,
1566,1570,1579,1580,1581,1585,1587,1609,1626,1640,
1663,1671,1676

publications (bookstores)
16,35,84,149,250,275,289,305,320,352,364,375,405,
406,410,444,454,465,461,475,482,513,552,553,555,597,
598,599,607,614,625,739,751,772,773,785,789,809,826,
829,870,884,896,935,936,948,953,970,977,990,991,
993,1022,1076,1106,1147,1155,1185,1194,1228,1242,1243,
1251,1258,1260,1289,1294,1318,1321,1333,1361,1368,1386,
1429,1435,1438,1455,1468,1473,1480,1481,1500,1562,
1567,1569,1576,1593,1603,1610,1620,1624,1630,1634,
1653,1679,1680,1681

news (broadcasting newspaper)
87,211,252,315,324,503,546,572,636,649,967,992,1109,
1123,1174,1195,1405,1625,1651

communication (mail/telephone)
13,32,153,493,812,923,1137,1211,1395

transportation (air/sea)
9,75,180,397,578,695,699,747,912,931,965,1092,1131,
1136,1403

advertisement (advertisement agency)
34,38,221,261,311,384,530,548,560,665,673,686,827,
864,995,1041,1090,1100,1101,1157,1182,1184,1205,1206,
1234,1288,1305,1467,1475,1513

travel (travel agencies)
813,814,872,876,954,1004,1043,1077,1241,1279,1358

resort
355,586,792,1124,1380

service industry
28,288,379,380,381,383,790,810,866,920,1444

galleries/museums
118,263,264,265,269,270,524,1180,1238,1274,1302,1315,
1542

design studios
86,161,184,207,218,235,280,321,329,345,354,357,414,
423,426,450,466,476,529,551,556,562,596,629,676,
677,819,1021,1125,1233,1393,1400,1411,1419,1563,1638

campaigns (festivals/exhibitions)
18,19,88,95,112,128,136,169,203,204,430,441,473,528,
536,558,591,630,631,638,652,703,727,737,885,904,962,
1013,1016,1029,1061,1115,1171,1227,1237,1249,1273,1276,
1287,1331,1337,1362,1488,1519,1568,1571,1572,1573,1602,
1605,1614,1652

private symbols
17,22,42,78,110,117,187,247,278,431,434,451,557,594,
609,759-761,779,780,781,1007,1153,1199,1431,1477,1478,
1505,1525,1524,1546,1600,1607,1635,1636

Yasaburo Kuwayama (About the Editor)

Yasaburo Kuwayama was born in Niigata prefecture, Japan in 1938. He graduated from the Musashino Art University in 1962 and taught typography at Asagaya Academie des Beaux-arts for five years. In 1969, he established the Kuwayama Design Room, and in 1970, he began teaching typography at the Musashino Art University. In 1972, he served as an "Examiner of Lettering", and in 1975, he taught lettering at the Asahi Culture Center; he also served as a permanent manager of the Japan Creative Finish Work Association at this time. Upon his retirement in 1979 from his positions in the Musashino Art University, The organization of Lettering Approval, the Asahi Culture Center, and the Japan Creative Finish Work Association, he was able to pursue other interests. At present, Kuwayama is a member of the Association du Typographique Internationale (A. TYP.), the Japan Typography Association (JTA), the Federation of German Typographers (BOB), the Tokyo Designers Space (TDS), and the Japan Graphic Designer Association (JAGDA). He is a member of the Jehovah Witness Christian Faith. His main books include 'Lettering & Design', 'Typeface Design' and 'Graphic Elements of The World'.

1985-1991 Works Being Solicited

Marks, Symbols, Logotypes, Pictograms, Signs, Typefaces

Many marks, symbols, logotypes, pictograms and typefaces are designed every year, but what is the role that they play? In order to find an answer to this question, marks, symbols, logotypes, pictograms, signs and typefaces are being solicited from designers for publication in a book.

Instead of just a record of works, this book will provide abundant material for reference in design, in searching for similar works, and in research. Since publication of an international edition is being planned, this book will undoubtedly benefit design circles throughout the world.

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3. Pictograms, Signs
4. Typefaces
5. Below you'll find instructions for application to the above mentioned categories.
 - * Attach a photograph to works used in a special way or which develop in a special way. For example, those which change or move.
 - * Specify special points.

●Period

- Works designed and used from 1985 to 1991
- * Includes works redesigned during this period

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1. Marks, Symbols : about 4 cm
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4. Typefaces : Height of one word about 2 cm
 - * Other sizes are acceptable.
 - * Paste the work on the application slip.
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 - * Printed matter can be submitted.
 - * For works that you want returned, write "R" in red.
 - * Attach application slips to examples of the designer's work.
 - * In cases where pictograms, signs and typefaces make up sets, paste the works on pasteboard and an application slip on the pasteboard.

●Category

- Circle one of the following :
1. Marks, symbols
 2. Logotypes
 3. Pictograms, Signs
 4. Typefaces

●Points to be Noted

1. Motif or Production Aim (less than 30 words)
2. Business Category
3. Name of the Art Director(s)
4. Name of the Designer(s) (including colleagues)
5. Client
6. Year and Place Designed
7. Color (attach color samples or color proofs)
 - * Write in English as much as possible
 - * When writing by hand, please write clearly

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